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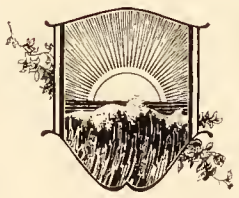
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CALIFORNIA

Nature's Masterpiece



"Some, they call it heart's desire,
And some they call it home,
And some they call it Port o' Dreams
When far away they roam."

Compliments of

NATIONAL MORTGAGE COMPANY OF CALIFORNIA

LOS ANGELES · CALIFORNIA

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Mortgage Sales Company of California
Wilmington, Del.

National Mortgage Company
of California

TEMPORARY OFFICES: 604 MERCHANTS NATIONAL BANK BUILDING
LOS ANGELES · CALIFORNIA

CAPITALIZATION:

$4,000,000 6% Cumulative Preferred Stock, Par Value $100 Per Share
400,000 Shares Common Stock Without Par Value

THE Company is organized under the laws of the State of Delaware. The purpose is to specialize in the purchase and sale of first and second mortages and trust deeds on income-producing real estate located in the larger cities of California.

The loaning and investment of funds of the Company are under the personal supervision of the Board of Directors and an Executive Committee of representative business men and bankers.

Legal matters pertaining to the organization have been approved by Messrs. Fickeisen & Richardson, Los Angeles, and Wm. H. Metson, Esq., San Francisco.

The authorized capital of the Company consists of $4,000,000 Six Per Cent Cumulative Preferred Stock, par value $100 per share, and 400,000 shares of Common Stock, without nominal or par value.

The National Mortgage Company's operations will be confined entirely to business and residential property of general utility and diversified use, so varied in character and location as to provide assurance of continuous occupancy, profitable income, and prompt payment of principal and interest when due.

The Company has selected this type of mortgage loan in California cities as the best and safest and most profitable obtainable; and it is in securities of this character that the capital of the Company is to be invested.

Well chosen real estate mortgages are the highest type of investment known.

Trustees, savings banks and similar institutions are so restricted by statutory limitations in lending on real estate that there is ample margin of safety in the purchase of first and second mortgages where the total liens represent a slightly higher percentage of the appraised value than is available through savings banks. In Southern California, the demand for real estate mortgage facilities is so great that first mortgages are obtainable at not to exceed 40 per cent of the appraised value of the property, and second mortgages and trust deeds can be secured where the total liens, including the first mortgage, represent not to exceed 60 per cent of a conservative appraisal of the real estate.

California cities are developing faster than any other cities in the United States. The growth is not spasmodic, but has shown a steady acceleration over a period of years. Los Angeles has an estimated population of 1,000,000, and the population of the County is estimated at 1,600,000. In 1923 Los Angeles building permits amounted to $200,133,181, being exceeded only by New York and Chicago (both in 1922 and 1923). Mortgage requirements for Los Angeles are now estimated to be $1,500,000 daily.

This tremendous building development affords an unusually safe and profitable investment opportunity not obtainable elsewhere. Past demands for money have far exceeded the supply of loanable funds, and it is estimated that for many years the conservative lending institutions will have wide opportunities for securing high-grade mortgages on terms not possible in other cities.

Generally considered, realty values in California cities are lower than in eastern cities of the same class. Construction costs are less in most localities. Values are stable, and there is a wide and active market for real estate.

The National Mortgage Company of California proposes further to compound its profits by selling mortgages, trust deeds and mortgage bonds, and reinvesting the proceeds. It is expected that this turn-over of funds will provide a large additional source of revenue to the Company.

The officers and directors of The National Mortgage Company are men of wide business experience. Several directors are affiliated with other financial institutions, which has given them a broad knowledge of mortgage investments. Directors of the largest mortgage companies on the Pacific Coast are represented on the directorate of The National Mortgage Company of California, and it is hoped that reciprocal arrangements with certain of these companies will be established to mutual advantage and thus effect economies in the purchase and distribution of mortgage securities.

The dividend rate of the preferred stock of The National Mortgage Company of California is lower than that of similar institutions. This conservative rate will give the Company a lending advantage which should enable it rapidly to assume leadership in its field. The ease with which such a rate can be earned and the virtual certainty of its payment should cause the stock to sell at a higher market price than the more speculative issues, and should firmly establish it in the confidence of the careful investor. The safe rate paid on the preferred stock also should enable the Company to create a substantial surplus and pay larger dividends on its common stock than would otherwise be possible.

EXECUTIVE OFFICERS

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SAMUEL L. ROLAND - - - - - Vice President HARRY C. HUNT - - - - - - - - - Treasurer

A. G. FICKEISEN - - - - - - - - - Secretary

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Director, Prudential Building and Loan Association
Vice President, The Lincoln Mortgage Company

FOREWORD

INVESTORS wish facts, not fancies conditions, not theories . . . figures, not prospects . . . realities, not dreams . . . history, not romance.

The purpose of this book is to meet these requirements for the most exacting of investors who may be interested in California mortgages.

It must be realized, however, that the entire history of the Golden State and her wonder cities, even when told in terms of dry statistics, is replete with romance and surprise.

California is a constant challenge to the imagination and to the creative impulses of man. A country of scenic marvels, one thinks of it with a kind of awe, as of a thing seen, yet too extraordinary to be wholly believed in,—and from the standpoint of material productivity, equally amazing.

No country . . . no state . . . no city can even approximate the growth and development found in California. It is of all lands the fairest and the most blessed, beloved of mankind and adored by those who are to its manner born.

California is a land apart from all others—like no other and distinctively itself. In romance was California born, and in it nurtured, and steeped in it she still is, down to this very day.

For these reasons no apologies are offered if even the most authentic data and facts herein given seem clothed in fantasy and romance.

An Appreciation

FULL acknowledgment and sincere appreciation are due — and here gratefully expressed — to public officials, civic organizations, financial institutions and transportation lines for their hearty co-operation in compiling the facts and figures contained in this publication, and in securing the photographs with which it is illustrated. Especial appreciation is due the Chamber of Commerce of Los Angeles, the Chamber of Commerce of San Francisco, and the Passenger Department of the Southern Pacific Lines, for their willing assistance in compiling the data with which to produce one of the most comprehensive and authentic publications on California ever issued by private enterprise.



THE GREAT MIGRATION

California is today the final outpost of one of the mightiest and most spectacular world movements in the history of mankind.

The development of this state and the growth of her cities is the last race migration of the Aryan people. California is not the arbiter of her own destiny. She is in the grip of circumstance.

Noted writers have pointed out that the Aryan race had its birth in the long, long ago in the high plateaus of mid-Asia. Long before written history, this new people emerged and began to move westward. Always it went westward. It followed the grass because it was a grazing people.

Greece was founded and fell. Rome was founded and fell. The Aryan race pressed on to the west. It crossed the sea to the new land and founded the greatest republic in the history of mankind.

Some seventy years ago, in the march of the Argonauts across the plains to California in . . .

"The Days of Gold,
The Days of Old,
The Days of '49,"

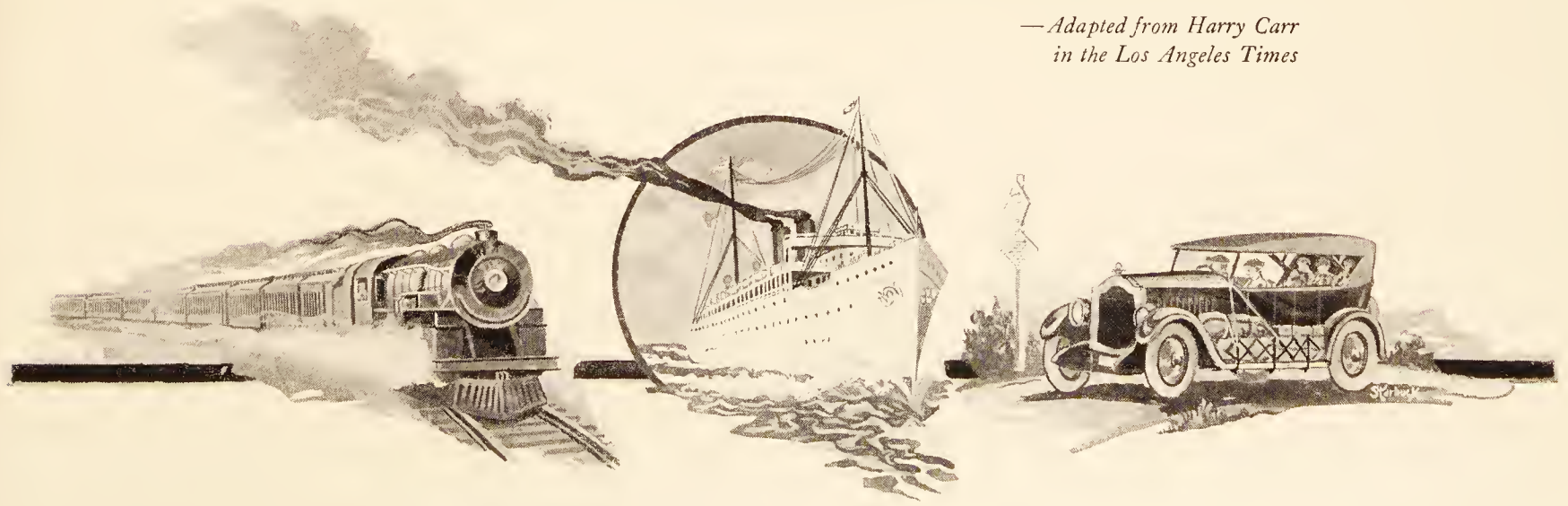
it moved onward until it had traversed the breadth of the new land.

It is like the trickle of water. First the wandering rill; then the river; then the flood. It is now flood tide, and still they come.

The race life of the Aryan people is adding another chapter. We have completed the circle. We have gone westward until there is no more west to which to go. Whatever our destiny was, it has been fulfilled. The Aryans have completed the circle of the earth.

And the finale of this great world drama is the settlement of California, the building of mighty cities, and the creation of investment opportunities unequalled in any other section of our land.

—Adapted from Harry Carr in the Los Angeles Times





California is an almost limitless art gallery of exquisite landscapes. The picture above—graceful trees and semi-tropical shrubbery limned against a background of snow-capped mountains—is typical of the perennial scenic charm of this favored region

CLIMATIC CONDITIONS

THE almost perfect climatic conditions of California are often associated in the public mind with tourists and with sports and recreations.

Yet it is a well recognized fact that climate is a most potent factor in industrial life, in the cost of plant construtions, in power plant efficiency, and in mechanical operation.

Climatic conditions bear direct relation to labor efficiency. Climate has special influence on the transportation of workers to and from their homes. Climate plays an important part in the matter of housing facilities, home-owning and the cost of living, and in the health and happiness of the population as a whole.

No man is more interested in the weather than the farmer. It is one of his assets, not quite so valuable as the soil he cultivates, but of greater consequence to his crops.

Climate constitutes a material factor in the uninterrupted process of transportation of all kinds.

Variety is the spice of California life. The lure of the wide open places is irresistible



One of the most interesting natural wonders of America —a giant redwood tree at Sequoia National Park

To understand clearly the truly remarkable characteristics of California's climate, a geographical comparison will be of assistance. Put California on the Atlantic Coast, and it would extend from Boston to Savannah.

Fort Jones, in the extreme northern part of California, is in the same latitude as Boston; San Diego corresponds to Savannah; Monterey compares with Richmond, and Sacramento is in the latitude of Baltimore,—but all of these California cities are much warmer in winter and considerably cooler in summer than the corresponding eastern points.

California climate is unique in that latitude has little to do with it. In California are grown the same fruits in the north as in the south, although several hundred miles apart. The thermometer registers the same average temperature, and oranges ripen a little earlier in the upper Sacramento Valley and in the foothills of the San Joaquin, than they do about Los Angeles in the far south.

This remarkable feature, found only on the Pacific Coast, is due to the distance from the ocean and a large aggregation of heat units. However, it should be remembered that the climate of the coastal regions and that of the mountain and desert regions are in distinctly different classes.

In California there are six hundred miles of pine-clad mountains, where, at five thousand feet, is found the most delicious air that ever filled human lungs. The mountain and high plateau region, ranging in elevation from 2,100 feet up, is subject to temperatures as low as zero, and a considerable snowfall in the higher altitudes. Here may be found every type of winter sport enjoyed in the eastern states and in Canada. It is this "white coal" which irrigates the farmers' fields, provides power, water and light for cities and towns, and turns the wheels of factories in this coming industrial empire.

But it is in the coastal region, in which are found California's greatest cities, industrial activity, pleas-



A feature of California life is the artistic beauty of the homes. Spanish and Italian designs predominate

ure resorts and agricultural development, that the investor is most interested—and the references here given relate more especially to the superb coastal climate.

There it is cool in summer, warm in winter,—never too hot and never too cold,—the differences in seasons being scarcely perceptible. The climate is uniformly invigorating, free from temperature extremes, and with an abundance of sunshine.

There is no oppressive heat. It is not an enervating climate, but bracing and full of electricity,—a climate that makes the sick well and the strong more vigorous. The temperature is more even here than in any other section of the world,—a lodestone for those who seek the best that life can offer.

Any month in the year one may venture forth with full assurance that no sudden change will mar the day's anticipations. These conditions are manifested in an irresistible call to the out-of-doors,—conditions which allow for a maximum number of days in the year in the open air, where a man may each day exert himself to the utmost without ill effects.

There are no sweltering days impairing output,—no extremes making life unbearable. It is a climate admirably fitted to the man who earns his living, because California's year holds 365 fatigueless days. Labor efficiency is higher in Los Angeles and San Francisco than in any other large cities in the world.

The workers accomplish more, enjoy more, and live more hours to the day and more days to the year in California because of these ideal conditions. No wonder that the Federal Children's Bureau reports California children as taller and larger, as a rule, than those in other parts of the country; and



Broad, palm-bordered boulevards make residental districts a delight for the motorist

that California produces far above her share of tennis, track and football stars in national competitions.

Industries may work the year round, because adverse weather conditions never interfere with manufacturing processes. Thunder storms are so infrequent that eight years during the past twenty have been entirely free from atmospheric electrical disturbances of any kind.

Sweeping along the hundreds of miles of coast country, more charming in summer than the south of France, flows the broad ocean current from which a tempered breeze sweeps overland every morning and every night returns from the cool mountain tops.

In the coastal region, which enjoys an almost perfect year-around climate, there is really no winter and no summer. An almost endless succession of perfect days is varied during a part of the year by occasional rains. The "rainy season" is not so-called because of continuous rainfall, as some suppose, but to distinguish it from that portion of the year in which rain is not expected.

The sun habitually shines, and between the first day of May and the first of October rain almost never falls. Save in the early summer in the High Sierras there are no summer rains. This is the California summer—cool at all hours, by the sea and in the mountains. Many esteem summer as the most desirable time of the year. In the evenings, motorist and pedestrian alike find comfort in clothing of substantial weight; and California is already rapidly becoming a summer as well as a winter playground.



With November the first showers generally begin. The average annual rainfall for the year is about 15¾ inches. Bright days are still the rule, and showery days are marked by transcendent beauties of earth and sky.

Even during January, February and March, the so-called "rainy season," three out of five mornings are jubilant with sunshine, three out of five nights are starry and clear.

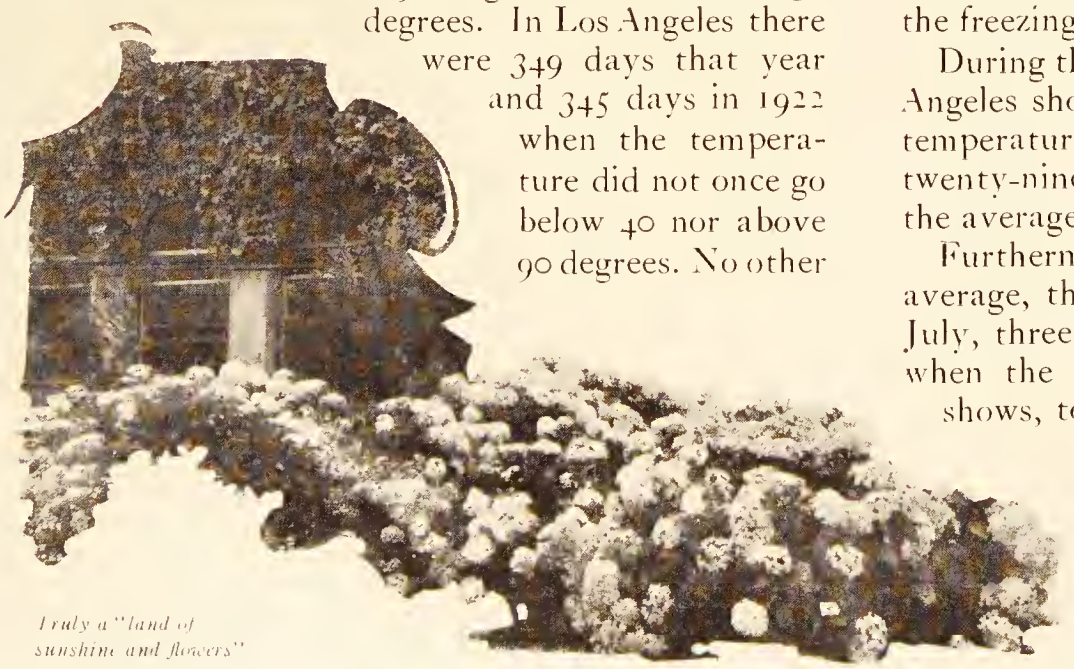
The true Californian takes infinite and justifiable pride in his home and its surrounding



Charming vistas greet you at every hand

Between showery days are unclouded intervals of continuous duration. This is called the California winter. It is not cold. June does not define it, nor September. It has no synonym.

In 1921 San Francisco had but one day when the thermometer rose above 90 degrees or fell below 32 degrees. In Los Angeles there were 349 days that year and 345 days in 1922 when the temperature did not once go below 40 nor above 90 degrees. No other section of the entire United States has such a record.



Truly a "land of sunshine and flowers"

Since the Weather Bureau was established in Southern California 46 years ago, the thermometer has recorded below-freezing records in the coastal region less than a score of times, and the lowest temperature ever recorded was only 28 degrees, or four points below the freezing mark. This was in January, 1912.

During the same period, the Bureau's records at Los Angeles show that the number of days on which the temperature rose to 100 degrees or above was only twenty-nine—that is to say, less than once a year on the average.

Furthermore, the same authority shows that, on the average, there is only one day in June, two days in July, three days in August, and three in September, when the mercury reaches or exceeds 90. And it shows, too, that, over a period of more than forty years, the average mean temperature of June is 66, of July 70, of August 71, and of September 69.

Still again, it is disclosed by the same official records that the sun shines along the coastal region 346 days of the year,

In Palisades Park, Santa Monica

with an annual record of more than three thousand golden hours of sunshine.

The benefit to industry and labor of such a climatic asset is best shown in the statement of persons in a position to make comparisons. The Superintendent of the United States Navy Yard at Mare Island, who has built ships in many parts of the United States, asserts that with a given force of men, he can turn out 25% more work than he can in the East.

One of the largest automobile organizations, with assembling plants all over the country, produces cars in the California plants at a lower unit cost than at any other point.

There are no shutdowns for cold or hot spells. The oppressive, sultry days of humid summers are never experienced, and the long frigid winters of ice and snow are unknown. The workers live under perfect conditions for robust health and contentment, because the climate is a friend and not an enemy.

For the farmer, the fruit grower, the cattle raiser, California climate is Nature's smile, and goes with the land. Winter here is a season of growth. Some crop is maturing somewhere in the state every month in the year. Stock cattle, even in the mountains, are seldom housed in winter—a climatic condition which also furnishes an abundance of green feed the year round; a climate of economic value in reducing manual labor on the farms in the care of crops and animals alike.



It is easy in this climate to get returns. It is these same climatic conditions that are annually adding hundreds of thousands to California's population, establishing thousands of new industries with millions in value of product, increasing agricultural yield, building new homes at a greater rate than any other section of our land, and creating investment opportunities unequalled before in the United States.

RESORTS, SPORTS AND RECREATIONS

No description of California would be complete without reference to her resorts, sports and recreations, those features which, together with a well nigh perfect climate, bring each year to the state nearly a million visitors, who leave within her borders millions upon millions of dollars. During the 1923 summer season alone, May to August, records of hotels, transportation companies and automobile clubs show a total of seven hundred thousand visitors, who spent seventy million dollars in the state.

Beaches

There are miles upon miles of wonderful bathing beaches along the coast all the way from San Francisco to San Diego.

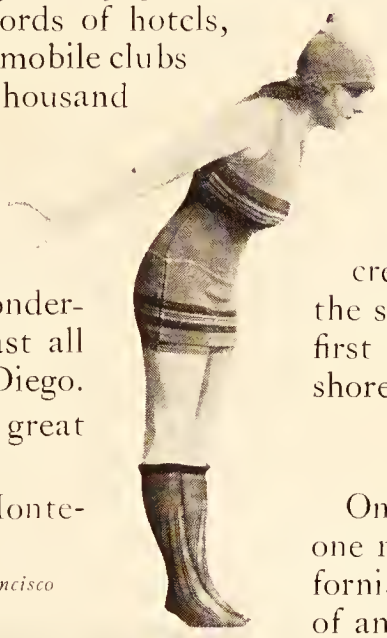
Near the Golden Gate there is a great stretch of smooth ocean sands.

Coming south, on the Bay of Monterey, are several fine beaches, such as those at Santa Cruz, Del Monte, Pacific Grove, Asilomar and Carmel-by-the-Sea.

Then comes Santa Barbara's bathing beach, favored with a gentle surf,—and across the channel is Santa Cruz Island with its immense grotto of many colors.

The principal seaside resorts around Los Angeles are found at Santa Monica, Ocean Park, Venice, Redondo Beach, Hermosa Beach, Long Beach and Newport—while nearby, the surf bathing is an attraction at Catalina Island.

Still further to the south may be enjoyed the crescent beach of Del Mar, the caves at La Jolla, and the singing sands of Coronado at San Diego, where the first habitation of white man was reared on our western shores.



Below is a view from the Cliff House at San Francisco



Golf

One definition of Paradise affirms it is the place where one may play golf forever. No wonder, then, that California is spoken of in Edenic terms. For here, the golfer, of any degree, any class, may play the game any day in the year. The mild climate attracts thousands of golfers, for whom are provided splendid courses, laid out by experts, many of them ranking with the best, the majority being eighteen-hole courses with grass putting greens.

In Los Angeles County alone five thousand acres of valuable land are devoted to golf; and between San Francisco and San Diego fifty country clubs have well kept grounds, to which should be added the links maintained by tourist hotels for their guests and a number of excellent public courses.

Polo

Polo is a more exclusive sport than golf, requiring youth, a string of ponies, spare time and a bank account. Nevertheless, this daredevil game has



Long rollers and warm sands draw thousands to the beaches near Los Angeles

forged to the front in California, and Coronado has been well called polo's winter capital. California has several polo clubs, with teams and stabling facilities in the vicinity of San Francisco, Del Monte, Santa Barbara, Riverside, Pasadena, Los Angeles and San Diego.

Tennis

It is not without reason that so many Californians are ranked in the "first twenty" among the tennis players. That reason is found alike in the number of courts (clubs, private and public), and in their constant all-year-round use.



The combination of sunshine and fresh salt air make California beaches attractive for children and grown-ups alike

Mountains and National Parks

Three National Parks, scenically-compelling, vivid, magnificent, have been set aside in the High Sierras. Of these Yosemite, open to visitors at all seasons of the year, is the best known and the most accessible, covering an area of more than 1,700 square miles, a realm of mountain chasm, towering cliffs, precipices, world famed waterfalls and the Mariposa Grove of big trees.

Sequoia and General Grant are primarily parks of big trees, although the former also has wooded canyons, towering mountains and clear mountain lakes.

In California mountains will also be found much of interest, beauty and grandeur. Here are Mt. Whitney, 14,501 feet high, Mt. San Antonio (Old Baldy) with an altitude of nearly two miles, rising

With 800 miles of Ocean frontage, a large part of which is ideal for bathing beaches, California enjoys a wonderful advantage. Below is shown part of the broad stretch of sand sweeping from Santa Monica to Venice—the most popular bathing beach on the Coast



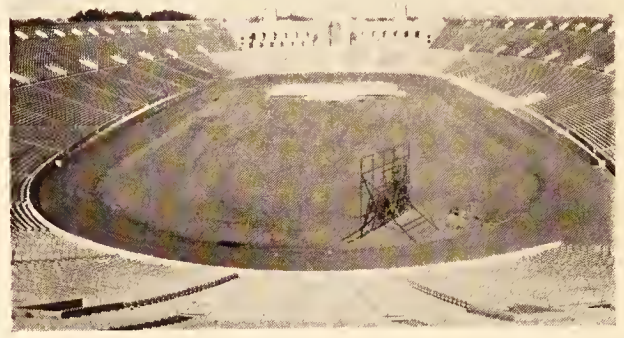
almost from sea level; also other great peaks, San Bernardino, 10,630 feet, San Gorgonia, 11,485 feet, San Jacinto, 10,805 feet, and Mt. Lowe and Mt. Wilson, both more than a mile high.

Here also are clear lakes, forests of pine and fir, open meadows, shadowed trails, a region, the use of which is encouraged by the Forest Service of the National Government for recreation purposes.

In the mountain regions, among the better known and most interesting resorts are those of Lake Tahoe, Huntington Lake and Arrowhead Lake;—while standing as "Sentinel of the Golden Gate," only twelve miles from San Francisco, reached via "the crookedest railroad in the world," are Mt. Tamalpais and Muir Woods.

Old Missions

The ruins of the old Franciscan Missions constitute the only historical land-marks of consequence within the territory of the United States. And, in a way, they may be said to be as ancient as things can be, for the reason that they tell a story that is forever closed.

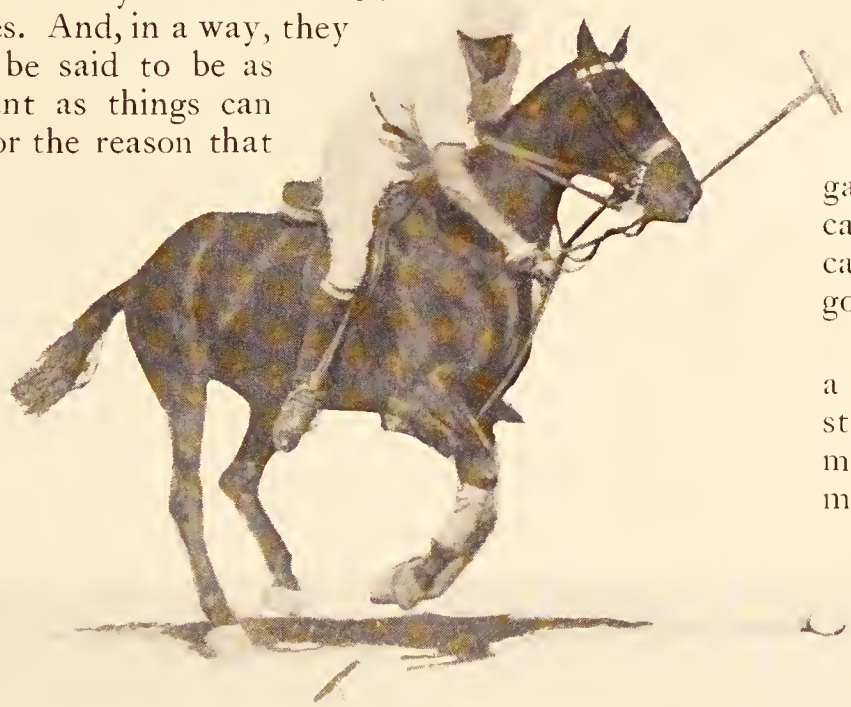


The Coliseum, Exposition Park, Los Angeles, has a capacity of 84,900. It ranks high from the standpoint of architectural beauty and comfort

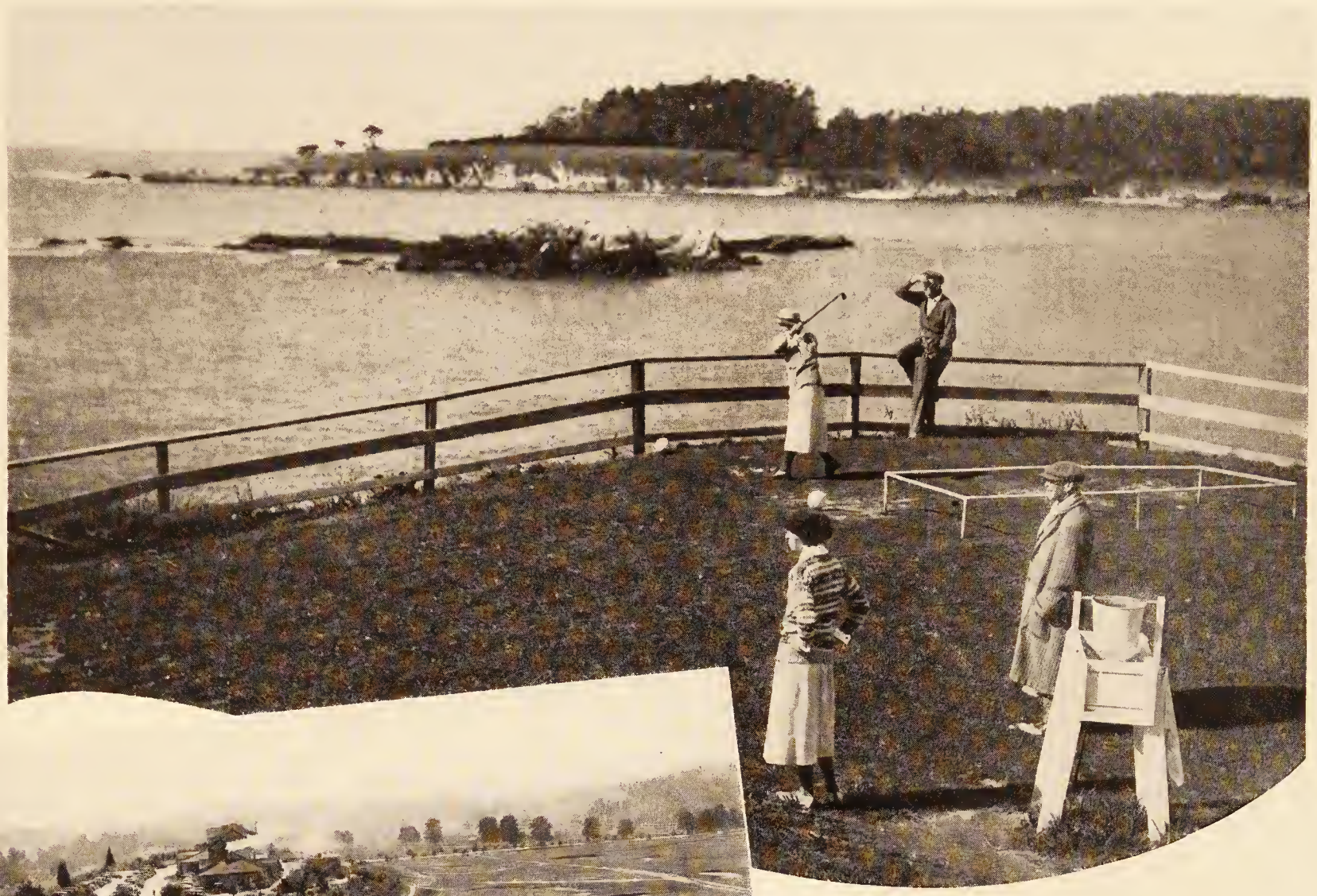
In the middle of the eighteenth century the Order of St. Francis established twenty-one missions along the California coast from San Diego northward to San Francisco. The undertaking was in charge of Fra Junipero Serra, who entered the harbor of San Diego and established the first mission there in 1769.

The most important of these were built of stone and a hard burnt brick. The labor of their construction was appalling. Huge rafters were brought on men's shoulders from mountain forests, leagues away, across trackless hills. Thousands of Indians gathered around the missions, and the properties became valuable, but the end of the Franciscan dynasty came suddenly, with secularization by the Mexican government.

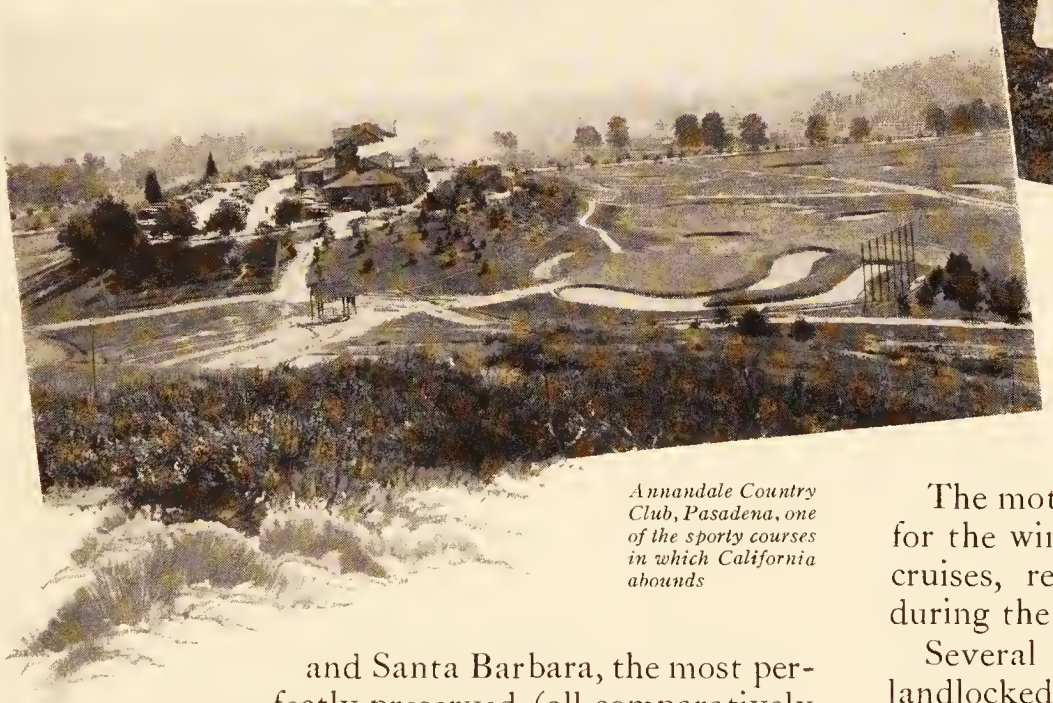
Many of the old mission buildings are now in ruins, a number have been partially restored, and some are still in use. San Diego, the oldest; San Luis Rey, the most poetically environed; San Juan Capistrano, of most tragic memory; San Gabriel, the most imposing;







Marion Hollins, famous Eastern sportswoman, playing at Pebble Beach during women's championship event



Annandale Country Club, Pasadena, one of the sporty courses in which California abounds

and Santa Barbara, the most perfectly preserved, (all comparatively near together and easily accessible) are of greatest interest to visitors.

Horseback Riding and Coaching

Horseback riding is a favorite sport. The equestrian can follow trails through mountain wildernesses where the auto is taboo, and the pleasure of a canter down a quiet country road, or along forest pathways, is fostered by stables of saddle horses provided by the principal hotels for their patrons.

Numerous riding academies, with well trained mounts and competent riding-masters, are also available for the experienced horseman as well as the beginner.

Coaching parties are frequent features at all seasons of the year.

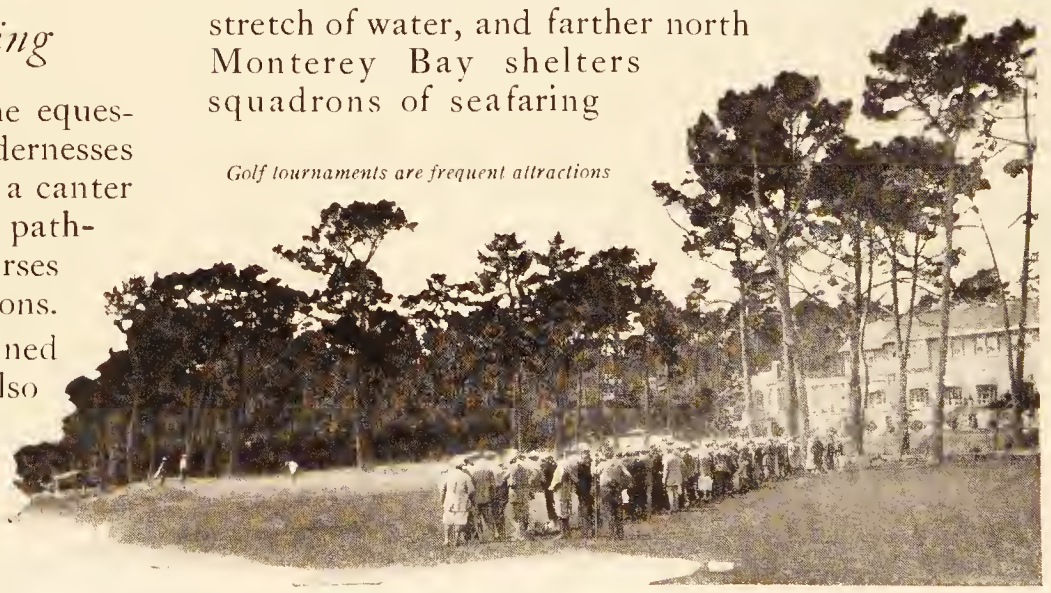
Yachting and Motorboat Racing

The motor boat and the sail boat need not tie up for the winter in California, although the yacht club cruises, regattas and motor boat races take place during the summer months.

Several boat clubs make their headquarters in the landlocked waters of San Diego Bay. The principal anchorage grounds in the vicinity of Los Angeles are the Terminal Harbor, Long Beach and Newport Bay.

The Santa Barbara Channel is a favorite stretch of water, and farther north Monterey Bay shelters squadrons of seafaring

Golf tournaments are frequent attractions



craft. The Bay of San Francisco has a yachting course several hundred square miles in extent, with club houses at Sausalito, Tiburon, Alameda and other shore towns.

Hunting and Fishing

California has good sport to offer the hunter for big game and small, while the angler may here find numerous varieties of fish in the many mountain streams and the ocean. In season, ducks, quail and dove are plentiful, while in the mountains are found deer and foxes and the larger game, including bear and the mountain lion.

Hundreds of mountain streams and lakes are filled with rainbow trout, bass and other varieties of fish, while deep-sea fishing affords the sport of the mighty leaping tuna, great black bass and the torpedo-like sword-fish for thrills.

Highways and Motoring



Nevada Falls, in the Yosemite Valley.

Even in so prosaic a subject as road construction, romance is found in the beginning of California's highways, the main artery of which, "El Camino Real"—the King's Highway—is the road built by the padres and their Indian neophytes in the long ago, to be a chain for their missions, each hospice a bead in their rosary of faith and achievement. Today it is paved with concrete for the flying wheels of the automobile, as broad and smooth as the Appian Way, and a thousand miles from end to end.

It is by no means an exaggeration to say that California is a natural paradise for the motorist. Supplementing scenery and climate, the state and national government have provided a great system of highways, which is being constantly extended and augmented.

The Highway Commission estimates that the total highway system of California consists of 70,000 miles, of which approximately 6,500 miles have been converted into a magnificent system of automobile boulevards, extending from the Oregon line on the north to Tia Juana on the Mexican border—along the coast, through the valleys, into the mountains.

That portion of the highway system already completed, or under immediate construction, represents a total expenditure by the people of California since 1912 of $80,000,000, to which is being added $17,000,000 of Federal highway-aid funds, making a total in less than twelve years of $97,000,000; but California realizes that with the enormous increase in automobile registration within her borders, and the increasing motor tourist traffic from all over the country, still greater strides must be made.



Sturdy, age-old sentinels of a magnificent forest, the giant redwood trees in the Mariposa Grove near the Yosemite are known the world over



Overhanging Rock, in the Yosemite National Park

As early as August, the 1923 registration of California automobiles passed the one million mark, there being in this state one-twelfth of all the automobiles in the United States at the present time. In Great Britain there are 353,000 cars; in France 201,000; in California 1,000,000—one passenger car to every four persons in her population. More than one-third of this million automobiles is in Los Angeles County. Next year a 25% increase is expected. The Highway Department has placed a contract with a Los Angeles factory for 1,250,000 sets of 1924 license plates, for which 350 tons of steel will be required.

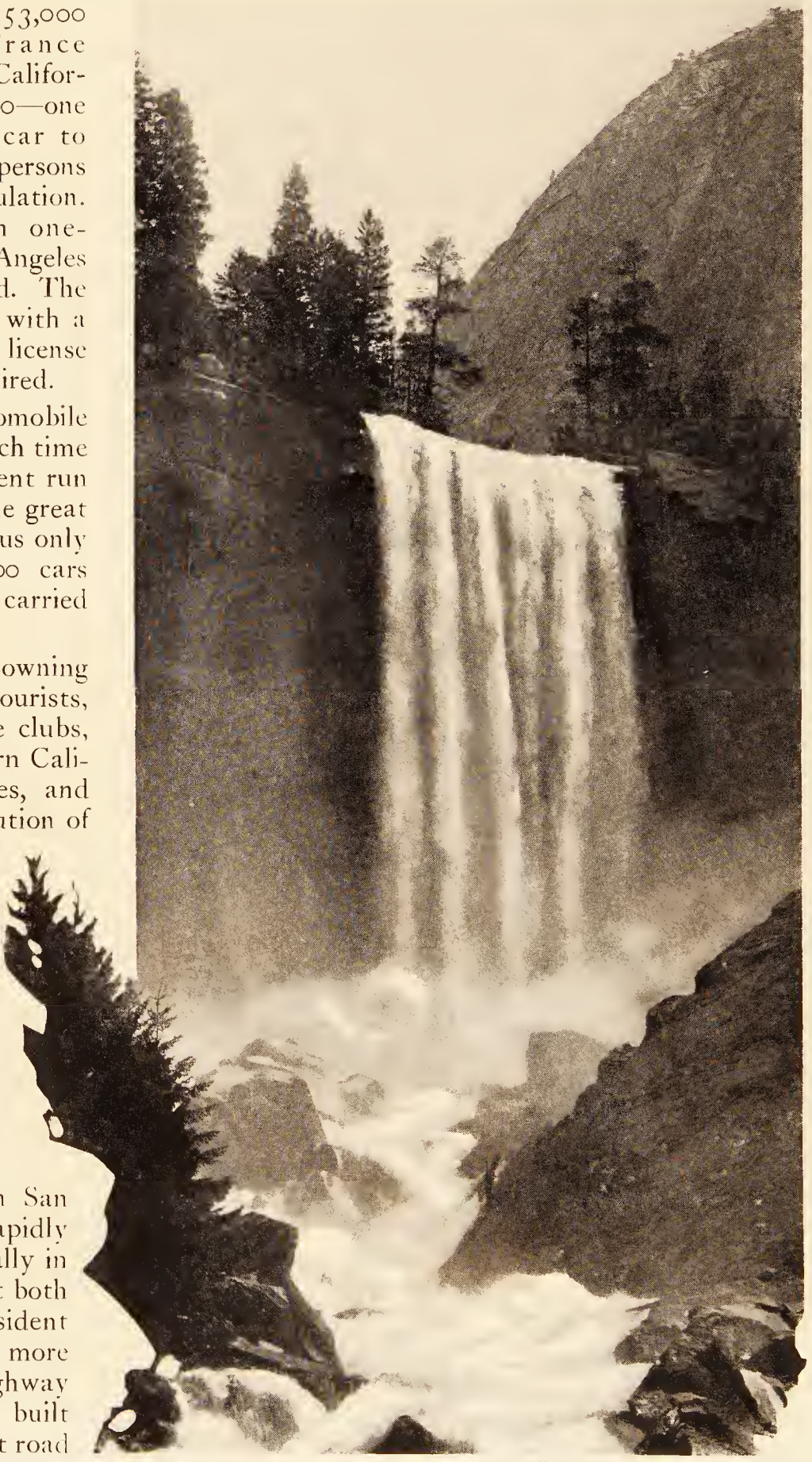
Roughly speaking, overland traffic by automobile did not begin until about ten years ago, at which time about 200 automobiles made the cross-continent run into California. Extensive travel through the great intermountain area has had its greatest impetus only since 1919,—yet in 1922 more than 120,000 cars crossed the same roads that ten years earlier carried only two hundred.

To properly serve this enormous automobile-owning population, as well as the army of motor tourists, there are in California two great automobile clubs, one of which, the Automobile Club of Southern California, with its headquarters in Los Angeles, and twenty-six branch offices, is the largest institution of the kind in the world. It has over 90,000 members, and in 1923 will collect from its members more than $5,000,000 in automobile insurance premiums at a saving to its membership of $2,000,000 in cost.

This club occupies its own home building, so magnificent in its architectural aspect that it is frequently taken for one of the more exclusive hotels of Los Angeles. In this building are housed 650 home office employees, and some 300 more are employed in its branches.

The California Automobile Association in San Francisco has a membership of 38,000 and is rapidly growing. It serves the automobilists principally in the central and northern part of the state, but both clubs actively co-operate in their service to resident automobile owners and visiting motorists and more especially in the extension of the California highway system. The Southern California Club has built and maintains approximately 90,000 guide-post road markers, extending to Omaha, Kansas City and Chicago, and is planning to carry them on to New York City.

One million automobiles . . . seventy thousand miles of highway . . . six thousand miles of motor boulevards . . . ninety-seven million dollars . . . astounding figures, truly, but merely indicative of the vast wealth and progress and development underlying the investment opportunities to be found in this great state.



Vernal Falls—a picturesque spot in the Yosemite

TRANSPORTATION FACILITIES

Transportation has ever been, and ever must be, the foundation stone upon which is reared the entire structure of civilization. Nothing has been or can be of such tremendous importance to man's material welfare as the efficient distribution of the world's products.

The construction of the first transcontinental railroad, inaugurated at Sacramento in 1863, and marking an epoch in the world's history, holds a place of prominence in the romance of California second only to the discovery of gold—while from the viewpoint of lasting benefits it supersedes even the gold itself.

California now has every advantage in rail, water and ocean transportation (practically immune, because of ideal climatic conditions, from weather control or interference) for the successful growth of her cities and industries and the development of her natural resources.

Railroads

Within the state are the terminals of six great transcontinental lines:

The Southern Pacific System with three lines, one via the Sunset Gateway extending through the southern border states to New Orleans and connecting with Southern Pacific steamers for New York and Havana, also connecting at El Paso with the Rock Island-Golden State Route to Kansas City, St. Louis and Chicago; a second via the Ogden Route from the east; and a third via the Shasta Route to the north.

The Santa Fe System serves the great area embraced within the central west and southwestern states, and reaches the east via Kansas City and Chicago, with seaboard connections at New Orleans and Galveston.

The Union Pacific System pierces the north and northeast to Salt Lake City, Portland and Seattle, and runs east to Omaha and through Denver to Kansas City, connecting directly with all lines to Chicago, St. Louis and the east.

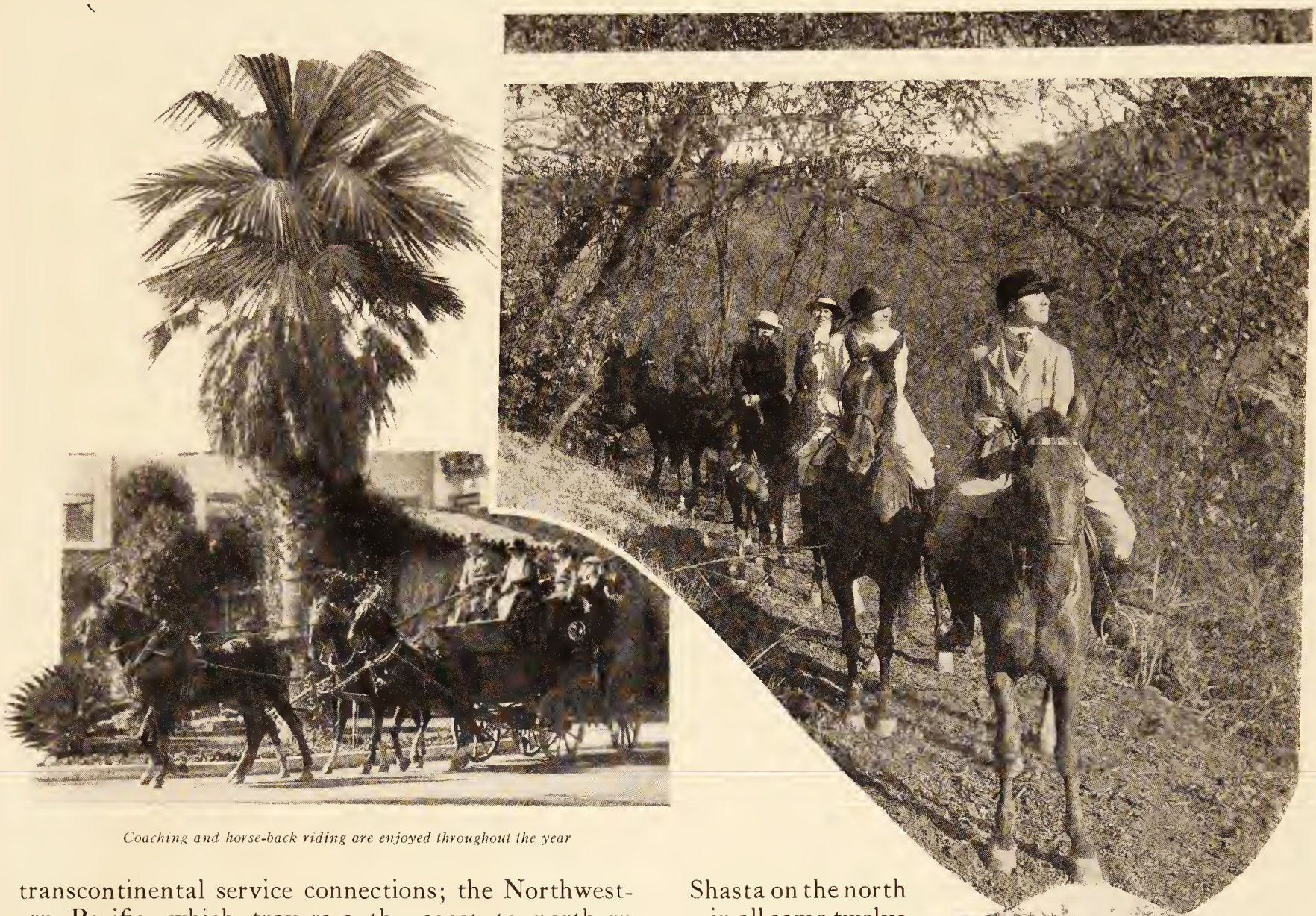
The Western Pacific-Denver & Rio Grande System enters the state from the northeast, serving Nevada, Utah, Colorado and New Mexico points, connecting directly at Denver for the east and the south.

These are main trunk and transcontinental lines which connect California cities and industries with the great eastern centers. In addition there are several other carriers which serve other parts of the state, such as the San Diego & Arizona Railway, connecting San Diego with Yuma and the entire Southwest with





Mementoes of the romantic history of California, the missions built more than a century ago form a veritable treasure-trove for visitors. The bells to the right are at the San Gabriel Mission. Below is shown the mission at Santa Barbara



Coaching and horse-back riding are enjoyed throughout the year

transcontinental service connections; the Northwestern Pacific, which traverses the coast to northern counties; and the San Francisco & Sacramento Valley Railroad, affording a rapid service to the rich Sacramento Valley.

Electric Railways

The Pacific Electric Railway, the most extensive system of electrically operated lines in the world, carries both passengers and freight, and through its great network of trackage, totaling twelve hundred miles, serves all the important cities of Southern California.

According to the last report of the State Railroad Commission, there were operative in the state as of December 31, 1921, fifty steam railroads with a total mileage within the state of 12,808, and thirty-two electric railways with a total mileage of 3,181.

River Steamboats

Besides this excellent system of both trunk and local railroad lines, two navigable rivers, the Sacramento and the San Joaquin, penetrate the heart of the great California agricultural sections.

This great central valley, combining the respective valleys of the Sacramento and the San Joaquin Rivers, spreads out for more than four hundred miles from Tehachapi Pass on the south to the foothills of Mount Shasta on the north—in all some twelve million acres of the most productive land in the world.

The development of this great central valley and the delta lands is indicated by the marked increase of river commerce, particularly during the past forty years. The Sacramento and San Joaquin Rivers considered as one river system carried commerce in the year 1880 of 506,018 tons. In the year 1921 this commerce was increased to 1,799,893 tons, valued at $100,715,841.00, or an average value of over $56.00 per ton; also 339,452 passengers were carried in the year 1921.

Today this river system ranks fourth in commercial importance in the United States and its commerce is perhaps the most valuable per ton carried on any of our inland waterways. A first class passenger and rapid freight service is maintained between San Francisco and Sacramento by two lines of daily steamers, also a large tonnage is carried by freight steamers and barges between San Francisco and



Within four hours' ride from Los Angeles is the beautiful Arrowhead Lake resort

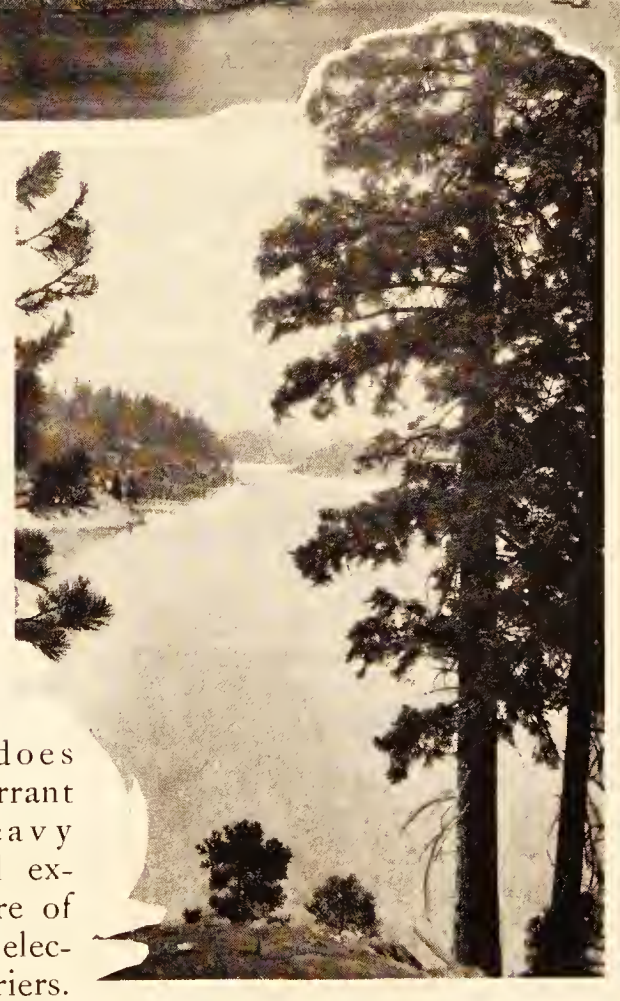
Sacramento and the commerce of the river above Sacramento for over 200 miles is carried almost entirely on barges of large dimension and light draft.

A regular daily service is maintained for transportation of passengers and freight between San Francisco and Stockton, the Gate City of the delta; also a great tonnage of potatoes, onions, beans and other products is transported from the rich peat lands south and west of Stockton to San Francisco and Stockton during the season.

It is also of interest to know that there are approximately 785 miles of navigable waterways within this river system and that many millions of dollars have been expended by the Federal Government, State of California and also by land owners along the rivers for the improvement of the navigable channels and control of flood waters.

Auto Stages and Trucks

Made possible by thousands of miles of the finest motor highways in the world, auto stage lines for passengers and truck service for freight have become general in California not only throughout the isolated communities, but in many districts they are formidable competitors of the railroads. They also supplement existing railway service as feeders, and pioneer in districts where traffic does not warrant the heavy capital expenditure of steam or electric carriers.





Winter at Lake Arrowhead

Motor carriers to the number of one hundred and twenty-six are under the supervision of the State Railroad Commission, which applies to these motive utilities the same principles of regulation as are applied to other public utilities, directing their service along the line of its natural function and greatest public benefit.

Motor truck transportation gives an indispensable type of service for pick-up and store delivery, with schedules suitable to the particular commodity handled. Growers of fruit and vegetables for nearby city markets, dairymen and others have found this truck service invaluable; and during periods of car shortage, motor transportation contributes largely toward saving shipments from total loss.

For the passenger service there are provided heavy cars especially built for sightseeing and comfort, equipped with deep cushions, wide roomy seats, pneu-

matic tires and shock absorbers, which provide excellent passenger schedules and itineraries not only for the tourist, but also for the business man who prefers this method of travel.

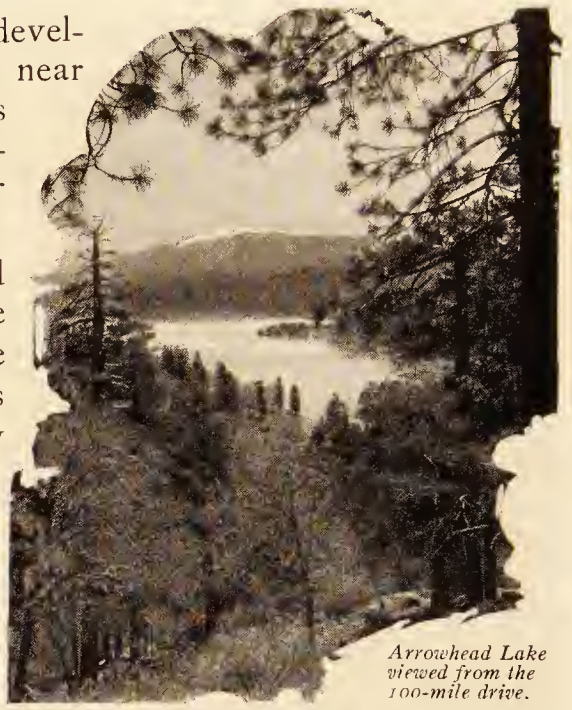
During 1921, according to a report of the State Railroad Commission, more than eleven million passengers and nearly two hundred thousand tons of freight were handled by the automotive utilities under its supervision.

Harbors

With a coast line more than a thousand miles in length, California presents a greater number of natural harbors than any other state in the Union.

While the larger and better known of these harbors are San Francisco (the largest landlocked harbor in the world), Los Angeles (the newest of our great American ports), and San Diego (the first United States port of call north of the Panama Canal)—these three important ports by no means constitute the state's only harbors.

Oakland Harbor, across the bay from San Francisco, with twenty-seven miles of waterfront; Pittsburg Harbor, at the head of Suisun Bay, twenty-four miles northeast of San Francisco at the confluence of the Sacramento and San Joaquin Rivers; Richmond Harbor, north of San Francisco on the Contra Costa shore; Eureka Harbor on the completely landlocked Humboldt Bay in the heart of the northern California redwood belt; the peninsular protected Monterey Bay serving numerous fisheries and canneries; San Luis Obispo Bay with its fleet of oil-tankers and barges to all parts of the Pacific; and the most recently created Long Beach Harbor, immediately adjoining the Port of Los Angeles . . . all make their contribution to the ocean transportation benefits enjoyed to such high degree by California. Most of these ports are but at the very beginning of their development, and the near future will witness a considerable extension of their facilities.



Arrowhead Lake viewed from the 100-mile drive.

Freight and passenger service to and from these busy harbors is now operated by more than sixty different steam ship lines, with thousands of sailings and millions of tonnage, carrying the state's products to all parts of the globe. There are regular sailings through the Panama Canal to the Atlantic Coast and European ports, down the west coast of Mexico, Central and South America, and across the Pacific to the Hawaiian Islands, Japan, China, Vladivostok, Java, Australia, the Philippines, South Sea Islands, the Straits and India; and with the close of 1923 California-owned lines were operating the only continuous round-the-world service in existence under one flag.







Lake Arrowhead is a beautiful mountain retreat where Southern Californians go to enjoy winter sports and good fishing in the fresh water lake.



With 6,500 miles of broad paved boulevards connecting all sections—besides further thousands of miles of paved roads leading into the hearts of mountains, over the desert, or to numerous delightful resorts, California offers an infinity of pleasure to the motorist. Above is a view of the Ridge Route connecting Los Angeles and San Francisco, and at the left is the beautiful bridge spanning the Arroyo Seco at Pasadena.

AGRICULTURE

There is no better index to the material prosperity and the safety of investments in any state than the success of its agricultural activities, and the conservative investor will find much significance in California's record of farm development.

In pre-war days this state ranked sixteenth; in 1919 she ranked sixth. In 1920 California ranked above all other states except Texas, and in 1921 greatly reduced the lead of the Lone Star State.

In 1922 California ranked fourth in value of all crops, all the more remarkable when it is remembered that twenty-four states had more farms and seventeen had more improved land in farms. In average value per acre of all crops grown, California more than doubled Texas in 1922, and practically trebled Iowa and Illinois, which ranked higher in total value of all crops.

Of the highest fifty counties in the entire United States in value of crops and livestock products, California had thirteen; and half of the highest ten counties in the country were in California. Los Angeles County leads all counties in the United States in the value of agricultural products.

The state ranks first of all the states in almonds, apricots, walnuts, cherries, figs, raisins, table grapes, lemons, oranges, olives, plums, prunes,



Automobile Club of Southern California

canning peaches, cured peaches, pears, cantaloupes, lettuce, beans, lima beans, and barley; and ranks second of all the states in total value of rice, hay, onions and celery.

California's natural resources of climate and soils are so varied that she is now producing more different kinds of commercial farm crops than any other state in the Union. Her farmers are so masterful in production that they have not only learned how to secure this great diversity of crops in the best marketable condition, but have also learned how to market their crops so as to yield a profit per acre greater than that of any other state.

The farmers in California find within its borders every desirable climate, every desirable soil, every desirable living condition to render agriculture, horticulture, dairying and stock and poultry raising more certain of profitable results than elsewhere in the whole world.

Practically everything that grows commercially in the United States grows commercially in California, which also possesses every kind of soil and subsoil found in any other state; and nowhere else in the world is found so great a diversification of crops and conditions suited thereto within so small an area.

For the farmer, California is one of the choice lands of the earth, offering, as she does, the widest range of products and a maximum of production at minimum cost; and yet, despite the $418,833,000 worth of fruit, grain and vegetables the state produced in 1922, the potentialities of nature still "dwarf the puny enterprise of man."



A typical Southern California street

In 1921 the state had 67,391 farms under irrigation—an increase of 71.3 per cent over 1910. Nearly 8,000,000 acres are included in irrigation enterprises, and over 4,200,000 acres are now being served. Yet California has barely begun to tap her immense resources of water, not only for irrigation but for power.

The stabilizing influence of 54 producers' cooperative associations rapidly is taking California farm marketing out of the class of hazardous industries, and constantly widening the marketing field. On this subject Eugene Meyer, Jr., managing director of the United States War Finance Corporation, said in 1922: "California was the first state to take up cooperative marketing on a large scale in this country; and there it has been carried on in its most highly developed form. Its production of successful cooperative marketing organizations is one of the most valuable contributions to the Nation."



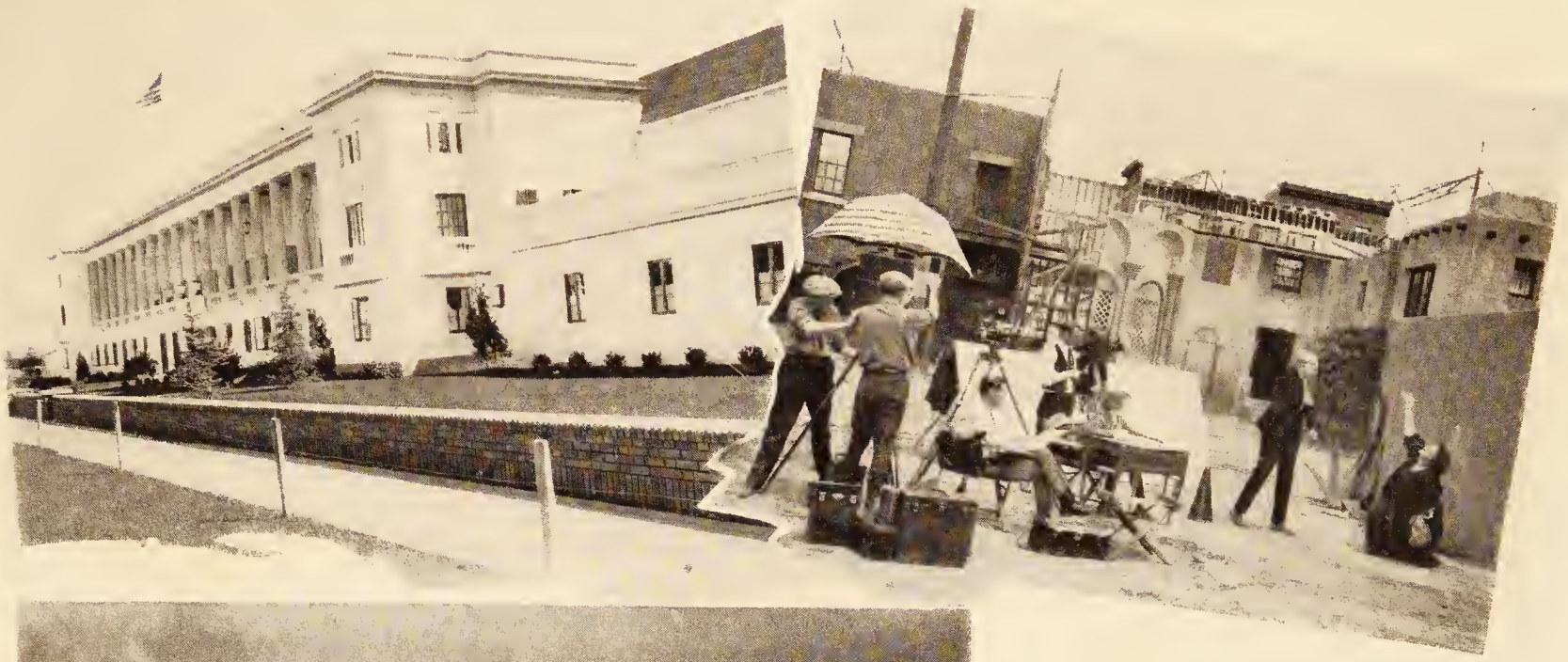


Excellent mountain roads lead to beautiful lakes. Below is a view of the smooth and picturesque highway in Orange County known as the Coast Route—between Los Angeles and San Diego.



From top to bottom, left side: Looking north on Spring Street from Seventh Street, Los Angeles; Los Angeles High School; new Biltmore Hotel, Los Angeles; and the outdoor pipe organ at Balboa Park, San Diego. Middle picture: View of the Chapel at Stanford University. From top to bottom, right side: Looking west on Seventh Street from Hill Street, Los Angeles; Southern Branch of the University of California, Los Angeles; Horace Mann High School, Los Angeles; Goldfish Pool and Botanical Building, Balboa Park, San Diego.













Top picture: Goldwyn studios, Culver City. From top to bottom, left side: Warner Brothers Studios, Hollywood; night scene in the oil fields surrounding Los Angeles; Mirror Lake, Yosemite National Park. From top to bottom, right side: Making motion pictures at Hollywood; Lake Tahoe in the high Sierras; the rugged coast at Monterey along the Seventeen Mile Drive.



Beautiful Beverly Hills Hotel, with Santa Monica Mountains in the background

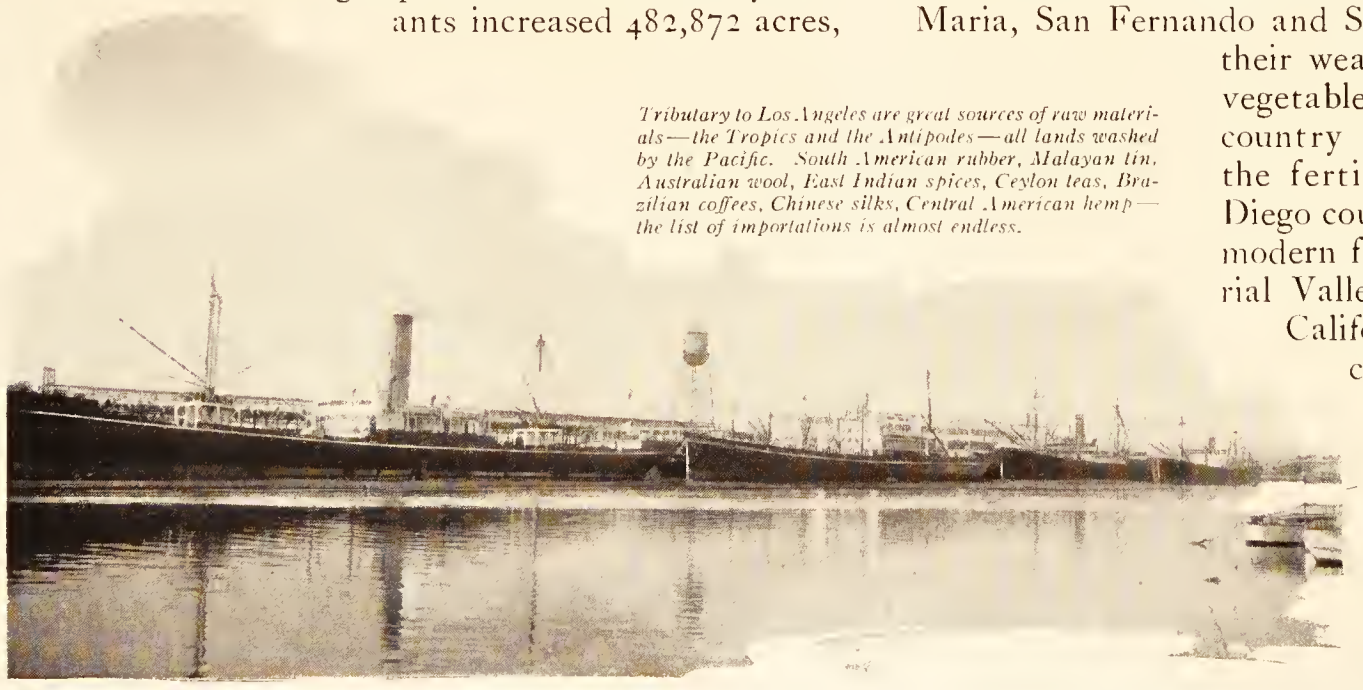
Long ago California farmers realized that it was no virtue to grow two blades of grass when one could not be marketed at a profit. So they proceeded to organize for profit, and their cooperation was rendered all the more practical by the high percentage of farm owners in the state.

The recent census showed that only about one-fifth of the farms in California are operated by tenants, the remainder being operated by owners or their managers. The 78.6% of farms operated by their owners may be contrasted with the average of 48.6% in the eight central southern states, 53.2% in the nine south Atlantic states, 65.8% in the west central-northern group, and 71.9% in the east central-northern group.

In the ten years between censuses, total farm acreage operated in California by tenants increased 482,872 acres, while that operated by owners increased 2,070,876 acres. The total acreage operated by owners increased four times as much as that operated by tenants, and the number of farms operated by owners increased about three times as much as those operated by tenants.

Thousands of miles of concreted highways carry crops to warehouse or shipping point—or they may travel along hundreds of miles of broad rivers—the cheapest transportation in the world—to railhead or waiting ocean liner. Isolation does not exist for the California farmer.

"The Great Central Valley" of the Sacramento and San Joaquin Rivers, forty to seventy miles wide with its twelve million acres of productive lands; the rich Santa Clara, Hollister, San Juan, Salinas, Santa Maria, San Fernando and San Gabriel Valleys with their wealth of fruit, grains and vegetables; the beautiful orange country of Southern California; the fertile coastal lands of San Diego county; and that wonder of modern farming, the great Imperial Valley . . . form the vast California agricultural empire capable of supporting an additional thirty millions in population.



Tributary to Los Angeles are great sources of raw materials—the Tropics and the Antipodes—all lands washed by the Pacific. South American rubber, Malayan tin, Australian wool, East Indian spices, Ceylon teas, Brazilian coffees, Chinese silks, Central American hemp—the list of importations is almost endless.

The members of President Roosevelt's Country Life Commission said of California: "There is no



The stupendous production in California's fertile valleys has aided in the amazing development of activities at the easily-accessible ports. Cotton from the Imperial Valley is an important cargo

problem out here such as there is in the east. The advantageous conditions are due to the climate, which enables the farmer to gather one, two, three and sometimes four crops from the soil per year, and also to the fact that the farmers here are not compelled to work half as hard as their brothers in the east."

The agricultural wealth of California grows so rapidly that almost every month sees a change in statistics. Altogether the total agricultural wealth of the state is figured at three billion, five hundred million dollars. California is the only state producing figs on a commercial scale, and the crop threatens to rival the orange crop, which brings fifty millions annually.

A year ago California shipped eight million dollars' worth of eggs; the investment in poultry runs up to fifteen million dollars. For more than half a century she has led every state in the production of barley, with a recent annual income from this crop aggregating thirty million dollars. Only one other state produces more hay. California farmers cut hay worth $77,469,000 in 1922.

Probably no more convincing testimony could be obtained to show the fundamentally solid basis of California's agricultural prosperity than the trend of its land values during the trying period through which American agriculture has recently passed.

Commenting on the prices of land, which had been falling in most parts of America as a result of the great agricultural depression, the United States Department of Agriculture published a statement in the summer of 1921 saying that the average price of plow land per acre in the United States as a whole had decreased about 7 per cent during the past year; but that the western states showed the least decline; and that California was *one of the three* where there was a slight increase in land prices.

California's increase was 3.8 per cent, or nearly 11 per cent better than the United States as a whole.

Such facts prove the value of California's universal diversity of crops, soils, climates, and farms. They prove the profitableness, also, of state-wide cooperative marketing of farm products as developed in California, and in which this State leads all others.

The total income from field and tree crops, vegetables and fruit during 1919, the census year, was $589,757,000, from dairying $99,004,358,—figures which demonstrate to investors the agricultural prosperity forming the foundation upon which California has so solidly builded her cities and industries.

IMPERIAL VALLEY

No description of California would be complete without reference to the wonderful development of the Imperial Valley. No more graphic illustration of California's possibilities can be furnished to investors. But again we must enter the realms of romance to properly describe this great accomplishment, because the story of the Imperial Valley and its transformation from an old sea-bed to one of the richest fruit and agricultural districts in the world, is a thrilling drama in which clear-visioned engineers, reluctant capital, rugged and enduring home-seekers, a great railroad and a former president of the United States all took leading parts.

When dreaming engineers first glimpsed from distant heights the pitiless waste of the Colorado desert, the peerless Imperial Valley of California was yet to be. Visualize, if you can, a lofty rim of colorful mountains, imprisoning a long narrow valley, whose greater area lies beneath the level of the sea. Near one end, the pale blue Salton Sea—at the other, the wide channel of the Colorado River, seemingly feeling its tortuous way carefully to the Gulf.

This was a scenic view, yet awesome. The very soul-repelling heat from endless miles of yellow sands, baking in the fierce rays of a semi-tropical sun, instilled uncertainty and fear in even the more ambitious and led them to doubt the ultimate success of their daring plan of reclamation.

And yet, turning the silt-laden waters of a mad-cap stream onto the rich virgin soil of Salton Sink and magically transforming the broad dry acres into a great garden of growing things, was the accomplishment of but a day, when calculated in terms of empire building.

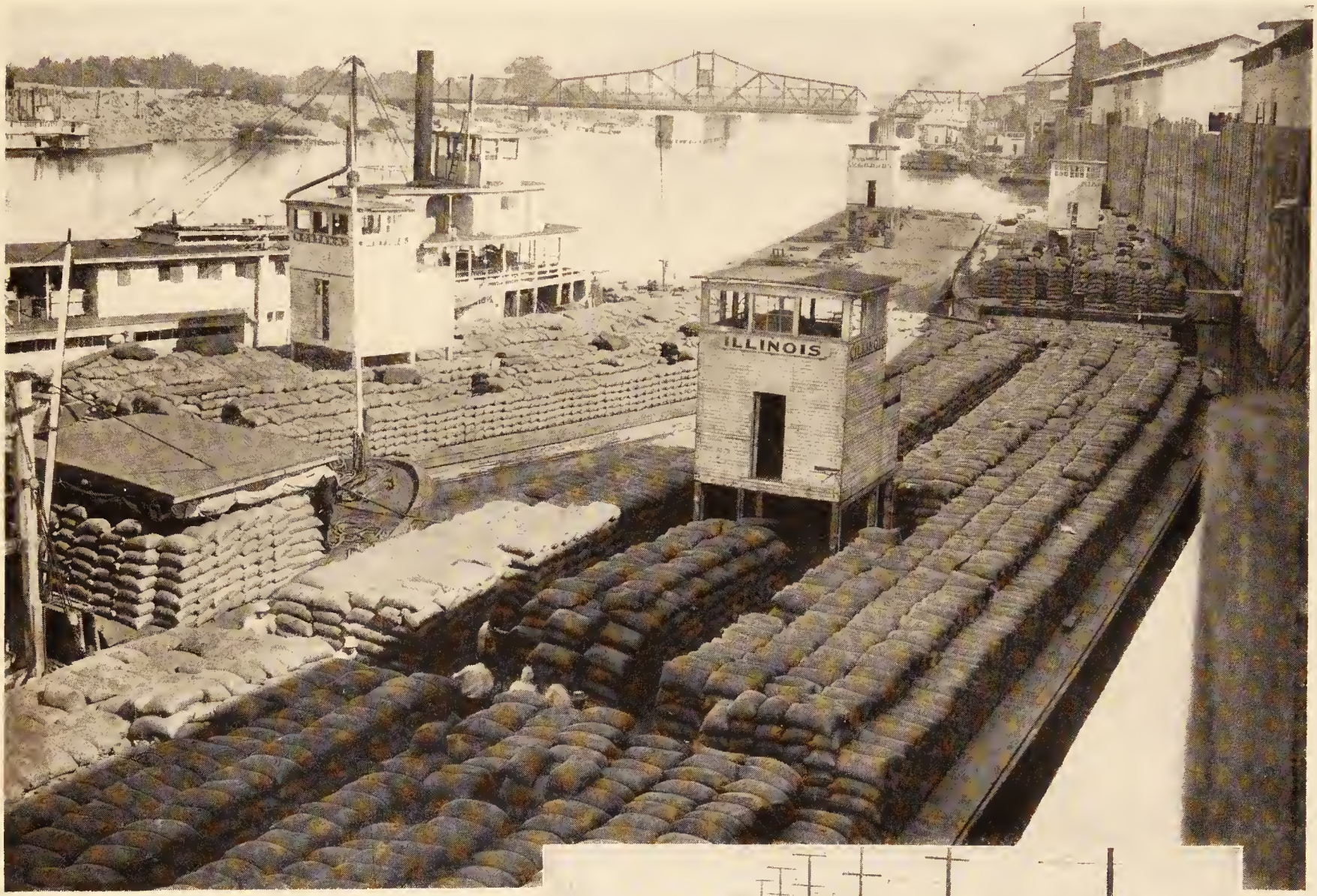
The first faint rivulet of water trickled through the main canal in 1901, and the youthful period of conquest served its purpose in presenting to an amazed nation an agricultural manufactory of half a million acres, where water, soil and sunshine conspire to harvest crops worth fifty to sixty millions annually.

Growing of hay, grain, early vegetables, live stock and cotton, together with dairying and fruit raising, form the chief activities of the Imperial Valley farmers, whose success has been so great and profits so large that the erstwhile worthless desert sands are today valued at from $150 to $350 per acre for alfalfa land, $125 to $200 per acre for good cotton or corn land, and bearing vineyards at from $500 to $600 per acre.

In January, 1901, no white man lived in this valley. As late as 1904 it was still a barren waste. Today there are thirteen towns, two railroads, an electric line,



One-fourth of the citrus crop of California is produced in San Bernardino County, at the foothills of snow-capped peaks. A typical orange grove near Redlands is pictured above



Farm products go to ocean ports by river, truck or rail



electric light and power, hotels, banks, theaters, schools and churches, and everywhere gardens and orchards, vineyards and cultivated fields. The desert, transformed and bounteous with crops, is dotted with prosperous homes.

Surely that state whose climate, soil and resources permit of such a metamorphosis as here recorded in less than twenty years' time, offers golden opportunities and the greatest of security to the most conservative of investors.

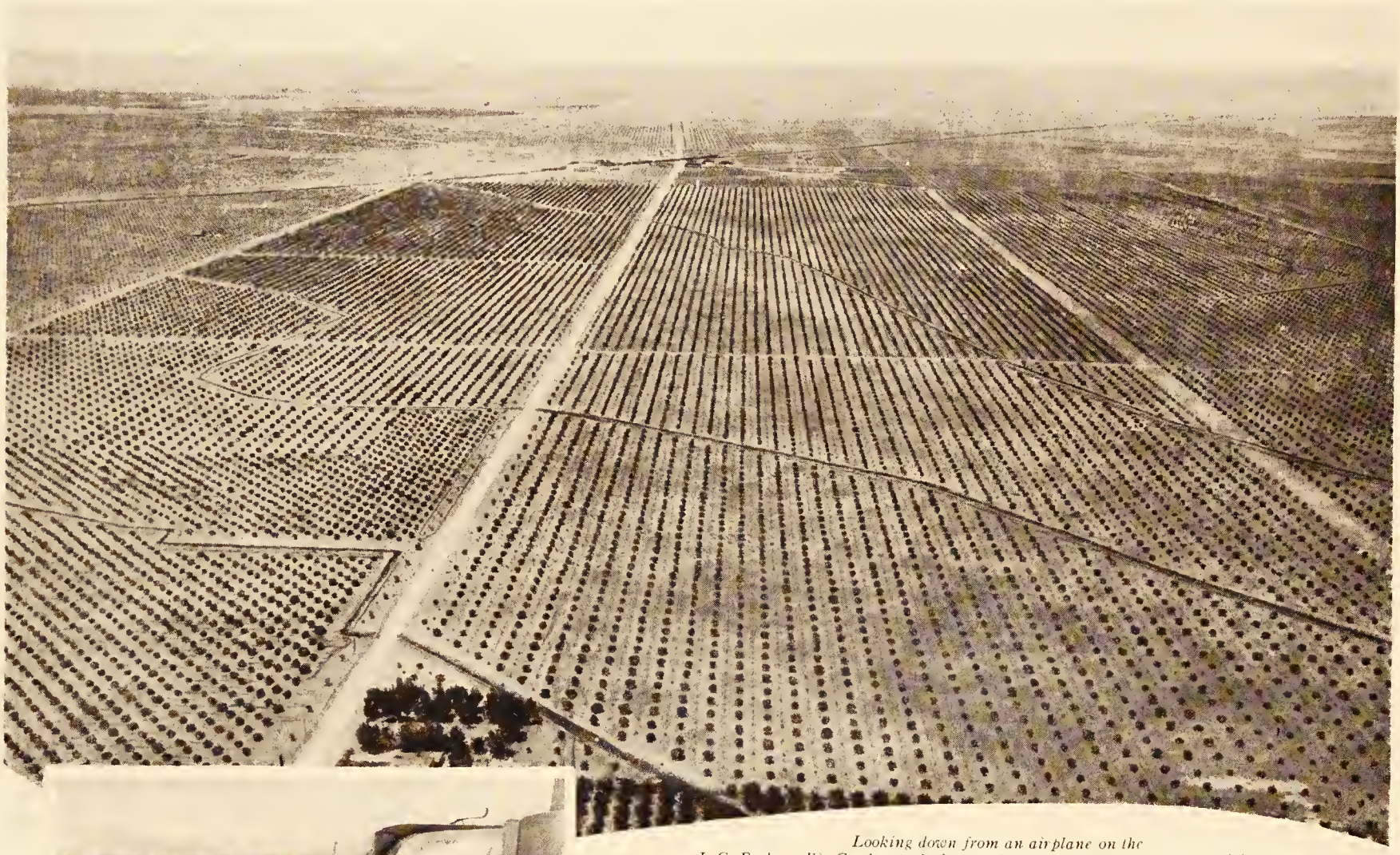
HYDRO-ELECTRIC DEVELOPMENT

"California leads every other state in the Union in hydro-electric development, even surpassing New York, which has harnessed Niagara Falls," says the State Railroad Commission. "Between $50,000,000 and $60,000,000 a year is being spent by the electric companies in meeting demands for power."

Through the ceaseless conflict of solar heat and gravity, California ranks second in the United States in possession of potential water power, and occupies first position in point of kilowatt-hour production.

The sun annually lifts millions of tons of water from the Pacific, and his willing ally, the west wind, bears it away across the state, dropping some of it on the rise of the coast ranges, a little in the Great Valley of the interior, and practically all of the rest of it on the west side and summits of the Sierras.

It rests in the high Sierras until the warmth of the summer gradually melts the snow and ice to fill the mountain cascades and run the turbines that generate electricity, in several cases 200 to 300 miles from its



Looking down from an airplane on the J. C. Forkner Fig Gardens—the largest fig orchard in the world, comprising 12,000 acres. Six hundred thousand fig trees, half of them now bearing, and 60,000 shade and ornamental trees, have converted this immense tract into a veritable Garden of Eden in eight years. In the exact center of the tract is the town of Figarden



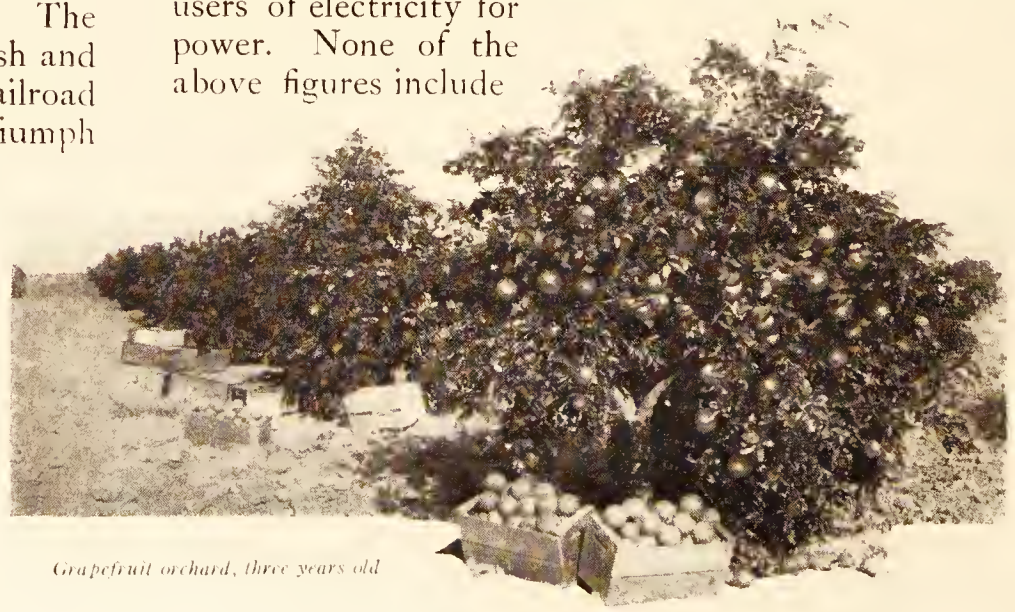
place of use. California has the longest high-tension transmission line in the world.

The story of California's industrial growth is scarcely less fascinating than that of the Forty-niners. It had its real beginning in the early nineties when the world's first long-distance power transmission line was built between Folsom and Sacramento. The very section which witnessed the great gold rush and the promotion of the first transcontinental railroad was also the birthplace of an engineering triumph which has carried California to the first ranks of manufacturing states.

Of the estimated total of sixty million horsepower capable of development by water power in the United States, California has an estimated nine and a half million, or almost fifteen percent of the total.

According to the last published report of the State Railroad Commission, California had on December 31, 1921, a total of fifty-six companies generating electric power in ninety-six hydro-electric and forty-eight steam plants, and others were added during 1922. At the end of 1921 the state had hydro and steam-electric generating plants of 1,106,825 kilowatts capacity, on which the maximum average demand a month was 725,993 kilowatts. A kilowatt is 1.34 horsepower. Generators added during 1922 increased the maximum generating capacity to a total of 1,174,825 kilowatts, of which the hydro-electric capacity totaled 800,000 kilowatts.

This electric energy is carried over 10,976 miles of transmission lines and 42,246 miles of distribution lines to 674,915 users of electric lights and 41,206 users of electricity for power. None of the above figures include



Grapefruit orchard, three years old



In the Fresno district, the rich green of grape vines spreads out over an area of two hundred thousand acres—about three hundred square miles. Fifty-pound clusters are not uncommon

any of the publicly-owned power plants, chief of which are those of Los Angeles along its 250-mile, twenty-five million dollar aqueduct, totaling nearly 100,000 horsepower.

As a precaution against interruption of service, all of the power companies in California are interconnected, forming a transmission system extending from Southern Oregon to Mexico. This plan not only serves to give power under emergency conditions, but also enables each company to contribute to the general system during that portion of the year when its water is most plentiful, resulting in lower rates to the consumer.

And notwithstanding all of the vast power already provided, one company alone, the Southern California Edison Company, has adopted plans for a gigantic program, extending over a period of ten years, involving a total expenditure of $375,000,000—considerably more than the cost of the Panama Canal—which will give to Southern California one million four hundred thousand horse-power of electric energy and make this region the most extensively electrified section of the world.

"It means a California with transportation, factories and homes, run by electricity," says Shirley Hunter, "and the greater the use of electricity the lower the cost of it—for the initial expense is the main expense in hydro-electric service. Using impounded waters of the mountains and streams of nature, for hydro-electric energy, in no wise wastes fuel or power. The same water that generates power for industries in California will, also, irrigate millions of acres of land cultivated to wide diversity of crops will move trains from near-tidewater centers to the sea, and from the growing lands to markets and factories will keep the workers healthy with fresh fruits and vegetables and make it possible for factories to nestle amid orchards and fields."

Not so many years ago there were those who held the opinion that California could not achieve industrial greatness because it had no coal. It is now realized that the water power in California's mountains is vastly superior to any coal fields, because continuous use of this power in no way diminishes the supply.



The raising of hogs has assumed an important place in the agricultural wealth of the state

While the history of hydro-electric development in this state covers a range of thirty years, it is only in the last decade that its full possibilities have been appreciated, and it is only within the last five years that these power resources have become a matter of national comment.

On account of the limitations of power transmission, industrial centers in the past have been forced to confine themselves close to the power supply, whether coal or water power. Now that the electrical engineer's skill has evolved high voltage transmission, the manufacturer may locate his plant wherever he chooses, and the power will be brought to his door.

It is this situation that is primarily responsible for the tremendous industrial development of California in the past few years. Great increases are possible in the use of California's annually renewed water power. It is estimated that seven or eight times as much generating capacity could be added to it without exhausting these resources; and the forward looking companies are planning additional development far ahead of the demand.

The completion of the Boulder Canyon project on the Colorado River will be the outstanding hydro-electric achievement of the generation. The Boulder Canyon dam will be 600 feet high, and create a reservoir 40 miles long. It will impound enough water to irrigate 2,000,000 acres of land, and provide electric energy to the amount of 600,000 continuous horsepower.

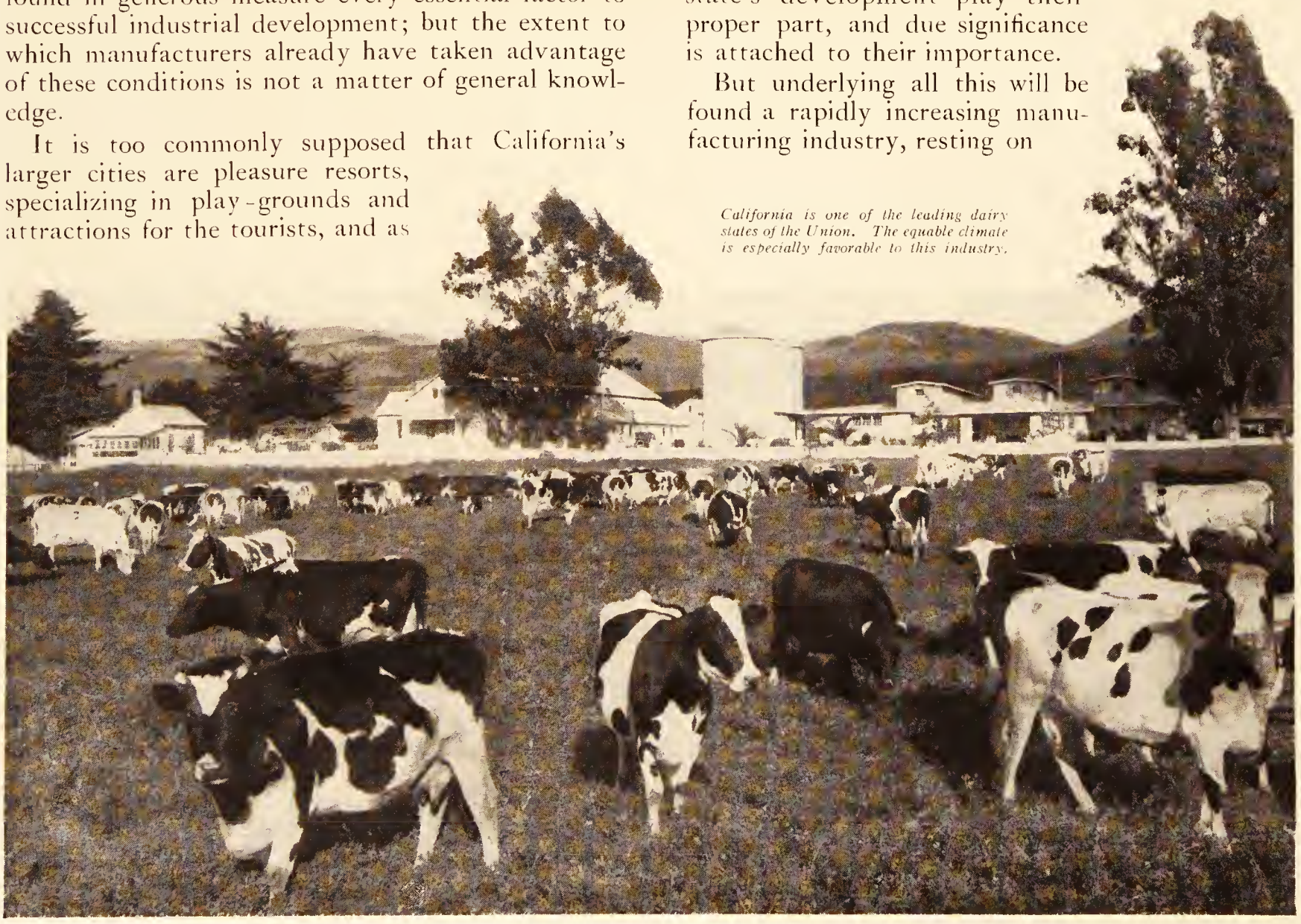
INDUSTRY

It is of great importance to investors and manufacturers alike to know that in California may be found in generous measure every essential factor to successful industrial development; but the extent to which manufacturers already have taken advantage of these conditions is not a matter of general knowledge.

It is too commonly supposed that California's larger cities are pleasure resorts, specializing in play-grounds and attractions for the tourists, and as winter homes for the wealthy; and that California is essentially an agricultural state. These phases of the state's development play their proper part, and due significance is attached to their importance.

But underlying all this will be found a rapidly increasing manufacturing industry, resting on

California is one of the leading dairy states of the Union. The equable climate is especially favorable to this industry.



the substantial foundation of abundant raw materials and a large market, producing commodities valued in the hundreds of millions of dollars, under highly efficient conditions, and with hundreds of thousands of happy and contented American workers living under ideal conditions.

A recent comparative study, based upon 1919-1920 census year figures, shows very plainly that California is primarily a manufacturing state,—which is often a very startling revelation even to those considered thoroughly familiar with California's resources.

During that year 64.4% of the value of California's total output resulted from manufacturing; 19.6% was produced by agriculture; 6.5% by minerals; 6.2% by live stock; 1.6% by lumber; and 1.6% by electricity.

There are, however, still other fundamentals requisite to industrial success provided in California in equal or greater measure. These include the factors of crude and raw materials of the right sort in adequate quantities at basic costs, home markets and territorial distribution to large numbers of consumers, the vital human equation of hearty and helpful co-operation by officials, civic bodies and transportation lines, and, lastly but by no means least in importance, suitable sites at reasonable costs located in cities with a future rather than a past.

Raw Materials

As to crude and raw materials, California reigns supreme. Here are found great deposits of crude materials as well as non-metallic minerals and chemicals. California yields commercially a greater number and variety of mineral



Seven crops of alfalfa a year is not an unusual phenomenon in California. As high as seven to ten tons of cured hay to the acre are produced in the southern part of the San Joaquin Valley.

Below is a prune orchard in blossom in the Santa Clara Valley. Nearly half the country's supply of prunes comes from this fertile valley





The raisin is king of California fruits. Its rise to prominence among the amazing crops of a wonderfully productive state is the result of an insistent demand and the intelligent effort back of the industry. Here we see miles of grapes—part of the comparatively small area in the southern part of the San Joaquin Valley from whence come more than half the raisins in the entire world.



Rich, alluvial soil, plenty of water and sunlight combine to make California noted for the excellence and plentitude of beans

products than any other state in the Union, and probably more than any other equal area on earth. It is not generally known that within the California industrial areas there is produced in commercial quantities up to 80% in number and variety of all the raw and crude materials that go to make up the industrial list of the world.

Among them are found great bodies of the finest iron ores, through the rarer metals of this group, such as manganese, tungsten, vanadium, molybdenum, platinum and palladium; also gold, silver, copper, lead and zinc, high aluminum, magnesite, graphite, talc, silicas and sands. In 1920 California ranked third of all the states as a cement producer.

The base chemicals and minerals are abundant here, such as rock salt, soda and potash, salt cake, sulphur, gypsum and lime, as well as a complete range of clays, kaolin and other ceramic materials, and a great tonnage of soda sulphates and carbonates.

The products of agriculture and horticulture are obtainable in great quantity, and cover a wide range of nearly every known variety. All vegetables, fruits and cereals possible in a temperate zone, and many semi-tropical fruits, are grown commercially within these areas. To these agricultural products should be added a wealth in dairy products, hides and wool.

Southern California is rapidly becoming a great center of cotton products. Many hundreds of thousands of bales of the finest white cotton, as well as the long staple variety known as "Pima," so much used in the manufacture of automobile tires, are grown in the Southwest, furnishing the basis for the erection of great cotton mills, running a hundred thousand spindles and furnishing employment to thousands of textile workers.

Over 40% of the standing timber remaining in the United States is credited to California and the Pacific Southwest, and 30% of all the timber and lumber existing in the west and northwest is found within California's borders. Approximately 25% of the total land area of the state is in forests. The greater portion consists of the redwood (noted for its resistence



California soil is especially adapted to the successful growing of onions

to decay, its tanning bark and other variety of uses), and the western yellow, white and sugar pine, with a small percentage of cedar, white fir, spruce and hemlock. The total value of the state's lumber cut in one year has been as high as $90,000,000 and the possibilities of development in wood products industries are enormous.

Cheap Fuel Oil and Gas

In addition to the cheapest electric energy in the country, California's abundant production of petroleum solves the industrial problem of cheap fuel for steam driven factories. Throughout the state crude oil is everywhere available, and in addition to its factory uses and its manufacture of electric power and gas, it furnishes motive power for railroad locomotives in California and adjacent states.

Steadily increasing in volume of production, from 90,000,000 barrels in 1916, 103,000,000 barrels in 1919, California produced in 1922 the enormous quantity of 138,468,222 barrels of petroleum—sufficient to make a river 100 feet wide, 10 feet deep, and over 160 miles long.

California's production in 1922 was equal to one-fourth of all the petroleum produced in the United States, and one-sixth of the production of the entire world.

A report of the Federal Trade Commission in 1921 says that "Petroleum products, especially fuel oil and gasoline, are probably of more importance to industry and commerce on the Pacific Coast than in any other large section of the country. California, however, is one of the largest petroleum producing states; its output has rapidly increased, and there are no present indications of a decline in the near future. California has produced a larger aggregate quantity of crude petroleum than any other single state, and during recent years it has ranked either first or second in the quantity of its annual production."

Helpful Cooperation

Although California's business interests have shown great wisdom in being able to see the danger of any form of subsidy, and the industrial structure is being builded upon unmatched advantages, without subsidy for a foundation, there is here found a more wonderfully aggressive spirit



California produces a greater variety of farm crops than any other state in the Union and any other like area in the world. The pictures show part of 20,000 acres of lettuce fields; bearing date trees; and a typical flock of sheep

of co-operation than in any other section of the country.

In every branch of state and municipal government, among the civic organizations of every character, in the great financial institutions of the state, and from the transportation lines and all other classes of public utilities, the manufacturer is accorded the most generous and intelligent co-operation.

This service is not perfunctory in character. It is not merely the preliminary toward increasing statistical reports. It lies far deeper than that, this concerted effort of loyal citizens toward the upbuilding of their cities and state, providing greater industries, larger payrolls, more employment for the rapidly increasing population. Says B. C. Forbes: "It is that the people of California have the *will* to prosperity, the determination to enterprise. They are still American business men who dream of an even greater future for their business and who by this very business faith make their dreams come true." And they pull together, "one for all and all for one."

In addition to official aid of every consistent character and the co-operation of a public spirited press and civic bodies, Chambers of Commerce and other similar organizations, the railroad companies in California contribute largely to the state's industrial development. Through their industrial departments they are constantly in touch with prospective factories all over the country, and maintain special information bureaus for supplying data and making investigations regarding suitable sites, consuming markets, raw materials and rates; and they, too, pay special attention to the success of new California industries by seeing that they are properly and economically served after being located.

Existing Industries

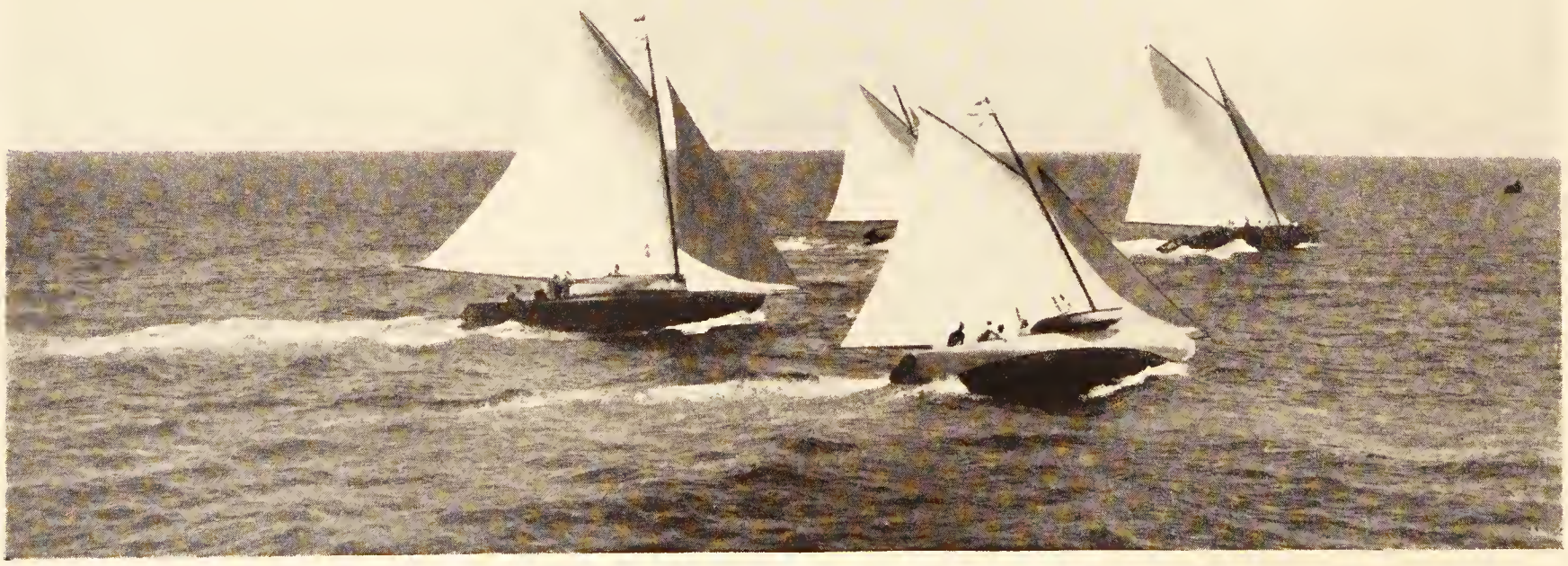
Again Forbes says: "With California growing at three times the rate of the Nation as a whole and the markets of the Orient waving beckoning hands, it is no longer feasible, in many lines, to serve the Far East and the Far West from Middle West and Atlantic Coast factories."

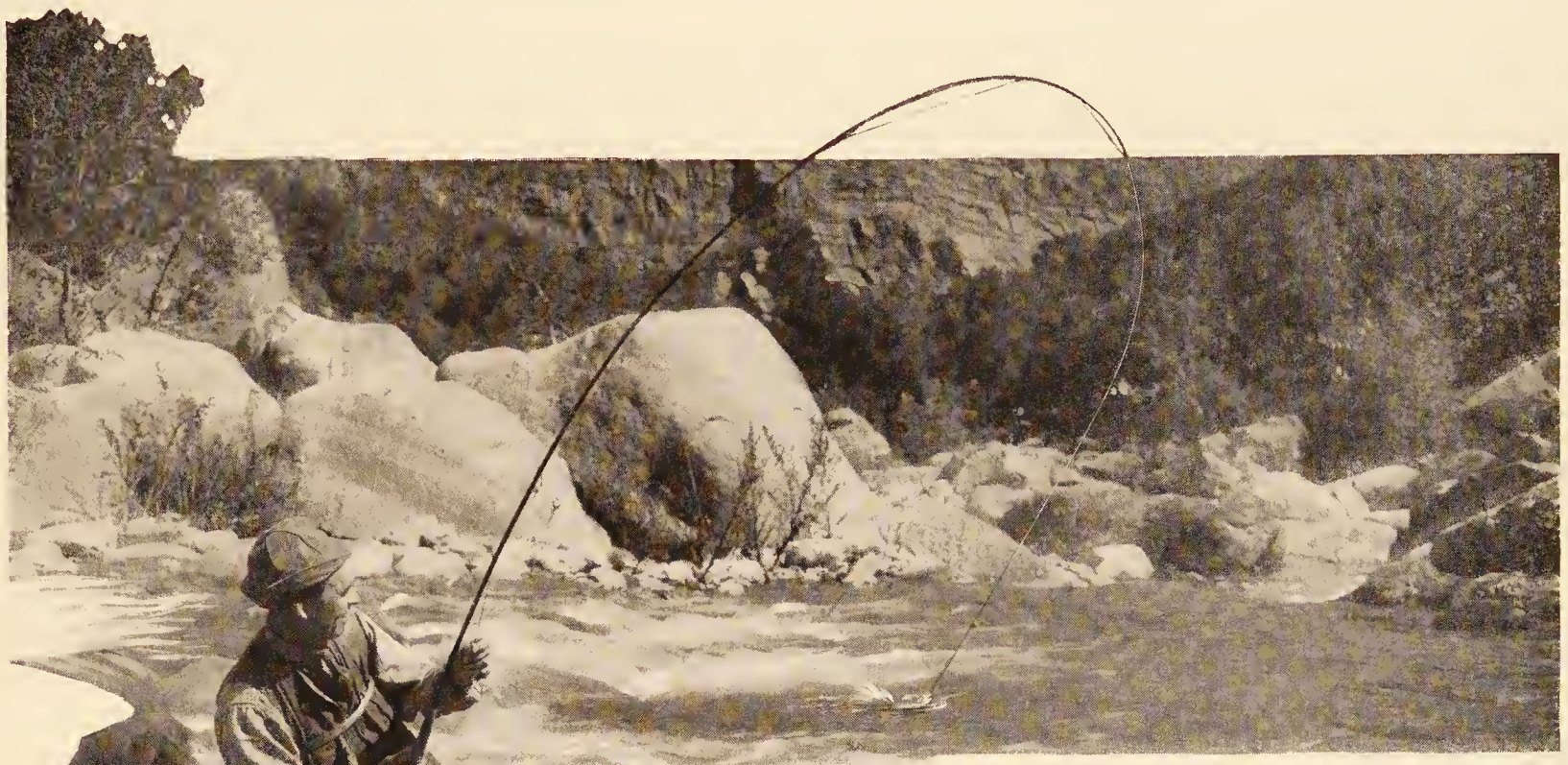
Furthermore, the entire west coast of Latin-America is the logical market for goods distributed through California ports; world markets are opened to the state's industries through the Panama Canal; and Los Angeles will gain a greater volume of business through the return to normalcy in Mexico than any other American city.

Among all the states in the Union, California now stands eighth in the value of her manufactured products, and showed an increase in valuation of these products of 273% between 1909 and 1920, and yet this is only the beginning of her real industrial possibilities.



The long ocean frontage and the many bays along the coast of California attract lovers of speed-boat racing and yachting





From trout fishing in the mountain rapids, to deep-sea fishing—California contributes every facility for the nimrod

Los Angeles, San Francisco and Oakland, the state's three largest cities in the order named, and Long Beach, that newest of the city-building wonders of the West, already show most astonishing industrial growth, and have provided well for that greater expansion yet to come, fully realizing that it is their manifest destiny to become among the world's very greatest industrial, commercial and trading centers.



Sacramento, San Diego, Fresno, San Jose, Stockton and Bakersfield are contributing their full share toward the state's industrial expansion, all duly cognizant of the significance of their own peculiar advantages.

A few references relating to industrial development will serve to illustrate what is being accomplished, by the first four cities above mentioned, to provide for the vast industrial expansion now under way all over the state.

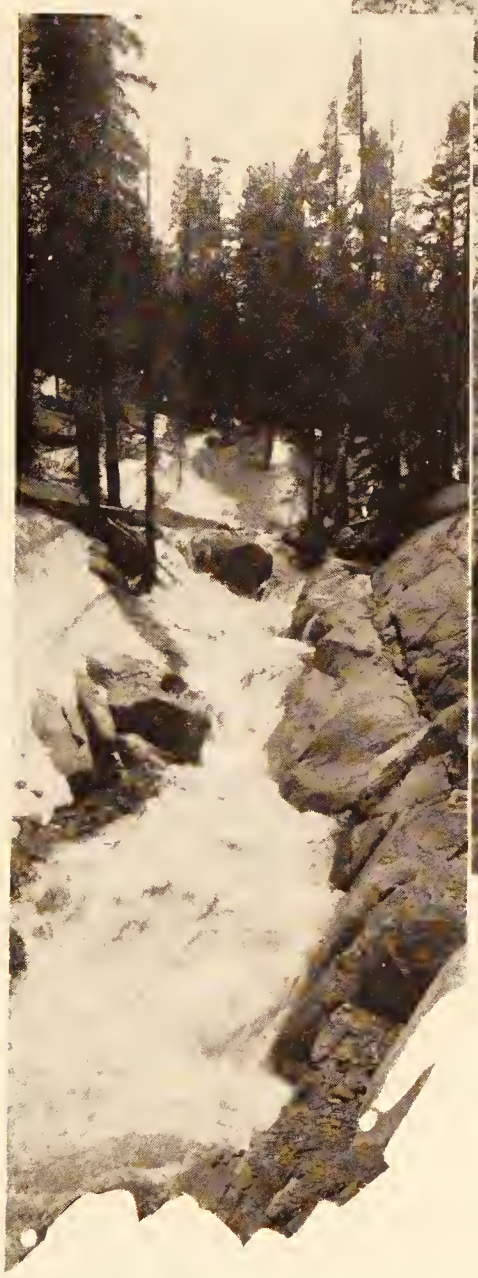
These very brief surveys and condensed figures tell a story of industrial romance unequalled in the history of the United States, and still further demonstrate the solidity of the foundation upon which is builded California's astounding progress.

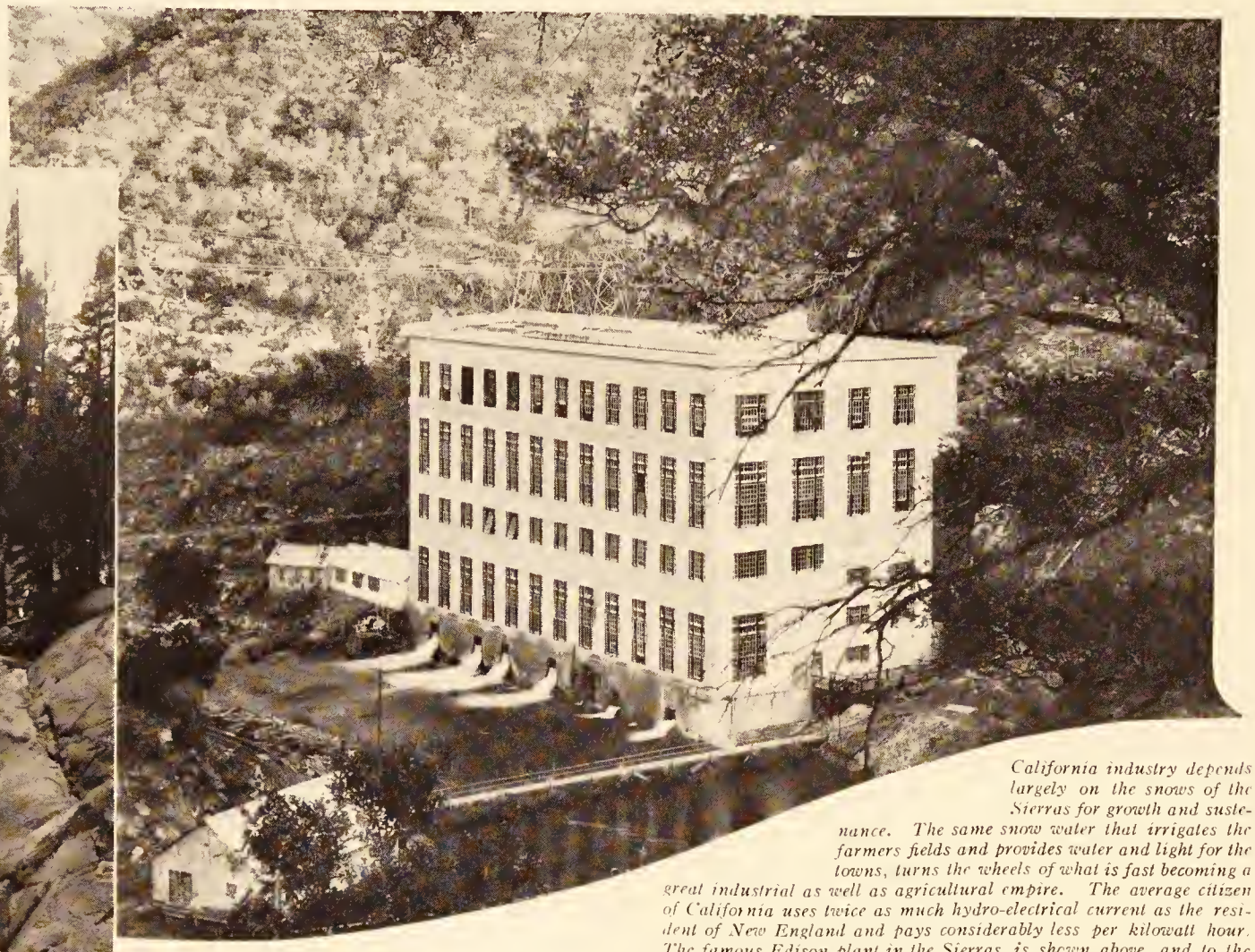
San Francisco

San Francisco Bay is the finest and largest landlocked harbor in the world. Its area is four hundred and fifty square miles, and its shore line one hundred miles, exclusive of navigable inlets. The Golden Gate, at the entrance to the bay, is six miles long and one mile wide at its narrowest point.

Its facilities for shipping include fifteen miles of berthing space, one hundred and thirty-five acres of cargo space, and forty-one modern piers,—while for ship repairs there are two graving docks at Hunter's Point, four floating dry-docks, and eight marine railways in San Francisco Bay. One graving dock is 1,020 feet long and 153 feet wide and admits vessels of the largest size.

San Francisco is served by the Southern Pacific, Western Pacific and Santa Fe Railway systems, and fifty-three steamship lines, of which twenty-four are





California industry depends largely on the snows of the Sierras for growth and sustenance. The same snow water that irrigates the farmers fields and provides water and light for the towns, turns the wheels of what is fast becoming a great industrial as well as agricultural empire. The average citizen of California uses twice as much hydro-electrical current as the resident of New England and pays considerably less per kilowatt hour. The famous Edison plant in the Sierras is shown above, and to the left is Pilman Creek before it leaps 2900 feet to the river.

engaged in foreign shipping commerce and twenty-nine in coastal trade.

According to the most recently available figures there are 3,581 manufacturing establishments in San Francisco (grouped under the general classifications of chemical, food, leather, metal, mineral, paper, rubber, textile and wood), with value of manufactured products aggregating $970,729,950, employing 61,800 workers and distributing payrolls of $74,500,000.

Oakland

Ninety-seven new industrial plants, including a dozen national organizations, have been established in Oakland since January 1, 1922. During the period of 1914-1922, the factory output here was increased 315%, and as of 1922 there were 650 industrial plants, with a capital investment of $180,000,000, a total payroll to 55,000 workers of $76,250,000, and an output of manufactured products aggregating $305,000,000. In 1923 the city's automobile plants will produce in excess of 130,000 cars.

Oakland's harbor includes twenty-seven miles of deep water frontage. It has been improved until it is one of the best harbors on the Pacific Coast, and from which is carried a large and ever-increasing coastwise and foreign trade. Six thousand and twenty-one ships docked here in 1922, an increase of 913 over 1921, and here are located four of the largest shipbuilding plants in the West.

The position of Oakland on the mainland side of the bay has made it a great railroad center; it is the western terminal of three transcontinental railroads, and also the diverging point for both steam and electric railways within the state. These geographical advantages for transportation have brought many large factories and shipyards to the city.

During the past fifteen years, Oakland's bank clearings have increased 750%, the output of factories 550%, building permits 300%, postal receipts 200%, and her population 90%. Oakland is the third city of California in size, and its rapid growth is both sound and progressive.

Los Angeles

In Los Angeles in 1900 there were but 635 factories, in 1917 the number had been increased to 2,000, while at the close of 1922 there were 4,200 manufacturing plants with weekly payrolls to 415,300 workers of over $5,000,000, a capital investment of $685,000,000 and an annual value of manufactured products of over $950,000,000. It is estimated that by the close of 1923, with the continuous incoming and establishment of new industries, the number of plants will be



"Come to Catalina for the rest of your life" is a saying that finds a responsive chord among many visitors. The photograph shows Avalon Bay—the theme for many songs and stories

increased to almost 5,000, with value of manufactured products in excess of a billion dollars.

The growth in the manufactured products has been steady and is reaching very substantial proportions as shown by the following comparisons:

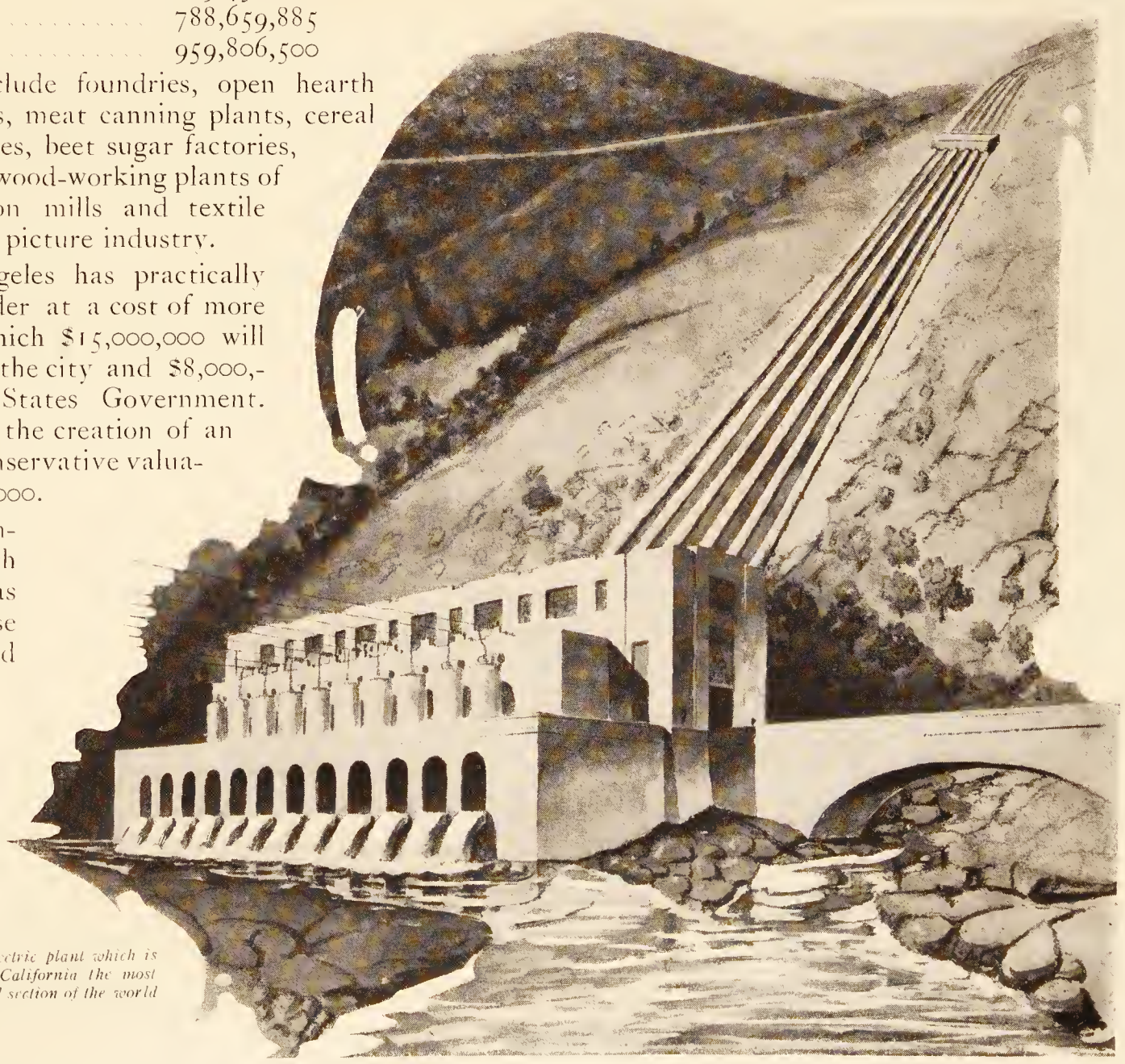
1900	$ 15,134,000
1905	52,000,000
1910	68,586,000
1915	109,458,000
1920	788,659,885
1922	959,806,500

These industries include foundries, open hearth steel mills, rolling mills, meat canning plants, cereal and flour mills, canneries, beet sugar factories, furniture factories and wood-working plants of every character, cotton mills and textile plants, and the motion picture industry.

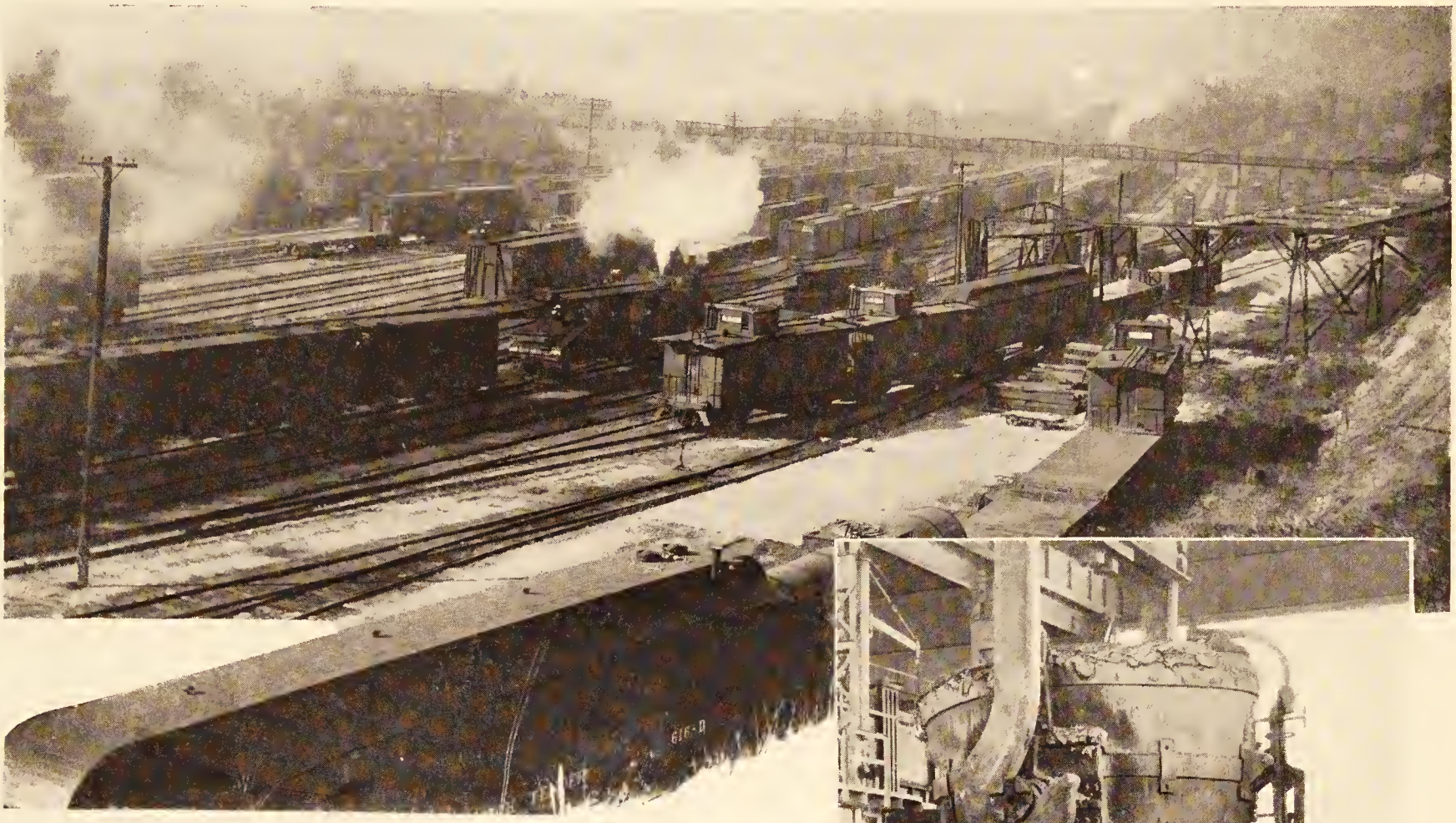
The city of Los Angeles has practically built its harbor to order at a cost of more than $23,000,000, of which $15,000,000 will have been furnished by the city and $8,000,000 by the United States Government. This has made possible the creation of an investment having a conservative valuation of around $40,000,000.

The volume of commerce handled through Los Angeles harbor has shown a steady increase both in tonnage and values, viz.:

	Tons	Value
1916	2,051,785	$ 76,549,742
1917	2,312,387	69,353,873
1918	2,236,534	98,953,652
1919	2,380,622	86,481,470
1920	3,528,280	153,919,010
1921	4,306,134	188,051,422
1922	6,533,589	284,399,404



The type of hydro-electric plant which is making Southern California the most extensively electrified section of the world



With its network of transporting rails and its sea lines, Los Angeles is an ideal distribution point. Many eastern manufacturers are building branch factories in this growing industrial center. The view shows part of a busy freight yard and to the right is pictured one phase of the thriving iron and steel industry

There has been an extraordinary increase in the port's activity since the middle of 1922, the total tonnage for the fiscal year ended June 30, 1923 being 18,876,610 tons, almost three times greater than the previous year.

During the last three months of 1922 Los Angeles harbor ranked second only to New York among American ports in *intercoastal* trade, and for *the first three months of 1923 ranked ahead of all American port* . While largely due to heavy oil shipments, it is nevertheless a fact and clearly indicates that the harbor facilities are such as to admit handling a very heavy volume of traffic.

In addition to the extensive plant of the Los Angeles Shipbuilding and Dry Dock Corporation, it was announced late in September that additions and improvements would be made to the Los Angeles harbor plant of the Bethlehem Shipbuilding Corporation, which would make that one of the most complete shipbuilding and repair yards in America.

It was announced late in 1923 that in the immediate future work will be commenced upon the erection, between Los Angeles harbor and Long Beach, of a huge steel mill and blast furnaces, marking a new epoch in the development of the steel industry on the Pacific Coast, and making Los Angeles the steel center of the West.

The company to construct this gigantic enterprise is capitalized at $7,500,000 and is a subsidiary of the Pacific Steel Corporation, a $40,000,000 corporation with plants in San Francisco, Portland and Seattle. Its new plant is said to require 230 acres of land in the harbor district, and to form the basis for great harbor improvements already undertaken by Long Beach.

Los Angeles has by no means confined her



Keeping pace with the progress in shipping is the development of dry docks and ship repair yards o Los Angeles Harbor

industrial plans to harbor improvements. There is now being developed here, by the same men who have so successfully developed the Central Manufacturing District of Chicago, the Chicago Union Stock Yards and the Chicago Junction Railway, a great Central Manufacturing District of Los Angeles. This enterprise, representing an initial outlay of over $5,000,000, will provide suitable industrial sites, erect thoroughly modern factory buildings and warehouses, with switch track and teaming driveways, strategically located and equipped with every modern facility,—and either sell them to new industries on moderate deferred payments or rent them on long-term leases at reasonable rates.

Long Beach

This remarkable city, which has grown from a village of 2,250 in 1900 to 55,593 in 1920 and then jumped to 85,000 in 1922 and estimated at 150,000 population in 1923, has likewise made great strides in industrial expansion.

In 1900 her plant investment was a mere $25,000 and up to 1910 it had increased to only $100,000, but again enters California romance, recording an increase in 1920 to $16,462,000, and two years later in 1922 to $23,500,000.

The harbors of Long Beach and Los Angeles are divided only by an imaginary boundary line, and their mutual interests have been largely enhanced by the plans for construction at these harbors of the great steel mill and blast furnaces already referred to.



Los Angeles harbor fishing boats. Tuna—"submarine turkey"—constitutes a valuable product of the fishing canneries

The builders of California's great business centers thoroughly understood that the prosperity of cities rests on their industries; that the happiness and contentment of large bodies of people are inseparably tied to the wealth of their commerce and the progress and virility of their manufactures; that payrolls (sure and dependable) are the real basis for the solid growth of every city; and to meet these requirements California's principal cities are building vast industrial activities upon sound fundamentals.

The movement toward decentralization of industry, and the present movement toward the relocation of plants on the Pacific Coast to take advantage of economic factors of regional and foreign markets, as well as the natural resources and power development, has been of inestimable value to industrial growth in California; but the development already accomplished, and the plans for tremendous industrial expansion now under way, are more largely due to the compelling advantages here offered to manufacturers in all lines.

Cotton awaiting pressing and shipping —product of the Imperial Valley





Los Angeles Terminal market, for distribution of produce—a model in efficiency and convenience, located near the center of the city

Below, a view showing the packing of cantaloupes—part of the crop from 25,000 acres



EDUCATIONAL ADVANTAGES

Nowhere is the California spirit of progress and development better reflected than in the educational advantages provided through her schools, colleges and universities, together with public libraries and museums devoted to the arts.

It has been established by the United States Children's Bureau that California children grow to greater weight and height for their ages than the average children of the United States,—which has been further evidenced by the number of tennis, track and football stars the state has produced in recent years.

The reports of educators and educational institutions show what California has accomplished as to the mental product from this super childhood.

These reports show that California has attained nation wide distinction for the excellence of its educational system, and that the course of study, plant equipment and teaching staff are equal to those of any other schools in the United States.

The Universtity of California (founded in 1868) is by the terms of its charter an integral part of the educational system of the state. At Berkeley are the Colleges of Letters and Science, Commerce, Agriculture, Engineering and Chemistry; the Schools of Jurisprudence, Architecture and Education, and the instruction of the first two years in the Medical School; at Mount Hamilton is the graduate Astronomical Department (the Lick Observatory), founded by James Lick; in San Francisco are the Colleges of Law, Medicine (third, fourth and fifth years), Dentistry and Pharmacy; in Los Angeles are the Southern Branch (where the first three years of the undergraduate curriculum are given), and the Los Angeles Medical Department; at Riverside is the Graduate School of Tropical Agriculture; at La Jolla is the Scripps Institution for Biological Research; and at Davis is the Branch of the College of Agriculture.

The University's total holdings aggregate 20,620 acres, its properties being valued at approximately $12,000,000. The University receives an annual income from all sources of $7,000,000.

There were during the University year 1922-23 in all the departments of the University of California, Berkeley and elsewhere, including summer sessions, 22,009 students in resident courses of instruction, and there were in addition, 22,621 students who received instruction through the University Extension Division,—making it the largest university in the United States and the second largest in the world.

Stanford University, located at Palo Alto, founded in 1885, through endowments of Leland and Jane Lathrop Stanford aggregating more than $21,000,000, and with total assets aggregating $36,000,000, possesses one of the most magnificently equipped educational plants in existence.

Properties of the university aggregate 9,000 acres, the value of the grounds and buildings being approximately $11,000,000, and it enjoys an income of almost $3,000,000. The total enrollment for the year 1921-22 was 3,459 students.

The University of California possesses a library of over 400,000 volumes, while that of Stanford University includes 350,000 volumes.



The Terminal Warehouse—adjoining the market—with excellent rail facilities

The University of Southern California, University of Redlands, Pomona College, Occidental College and California Institute of Technology all take high rank among the colleges of the State.

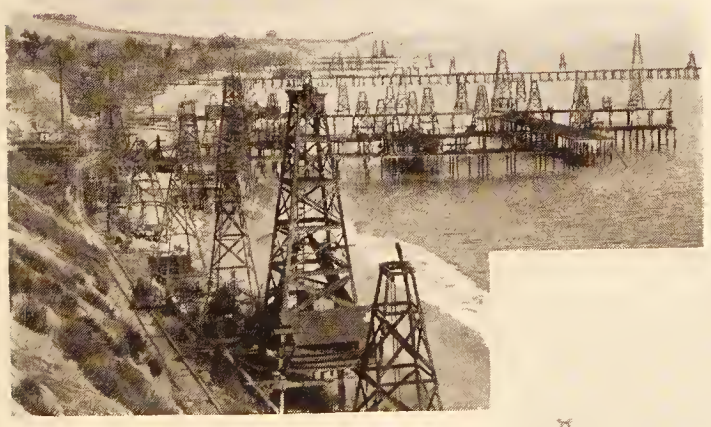
The public school system of California is equal to that of any state in the Union and admittedly superior to many.

California has her own system of junior colleges, whereby the student may take his first two years of collegiate work in his own town, saving the burden of college residence elsewhere and remaining under home influence. Seventeen such junior colleges have been established in cities where university instruction is not available.

In addition there are twenty-two colleges in the state, eight normal schools, and eighteen special schools,—also an unusually large number of most excellent private and denominational schools, which rank high among their respective kinds of educational institutions.

In the field of secondary education the consolidation movement has gained remarkable headway in the rural districts. Buildings costing a quarter of a million dollars are not uncommon, to which children are brought and returned by motor-bus. The equipment of these schools would do credit to the smaller eastern colleges, and includes gymnasiums, baths, assembly-rooms, and theaters. They serve whole countrysides as community centers. Physical education has been made an important feature of the school life through the compulsory physical education law, which requires each student to spend one hour daily in the gymnasium or on the playground.

The Russell Sage Foundation, in a study of the cost and efficiency of school systems, published in 1920, found that in practically all of the ten points established as determining school efficiency California divides the honors of leadership with Massachusetts. If, in the fundamental business of education, California can in seventy years rival New England, the source and mainspring of our national culture, what must the future hold?

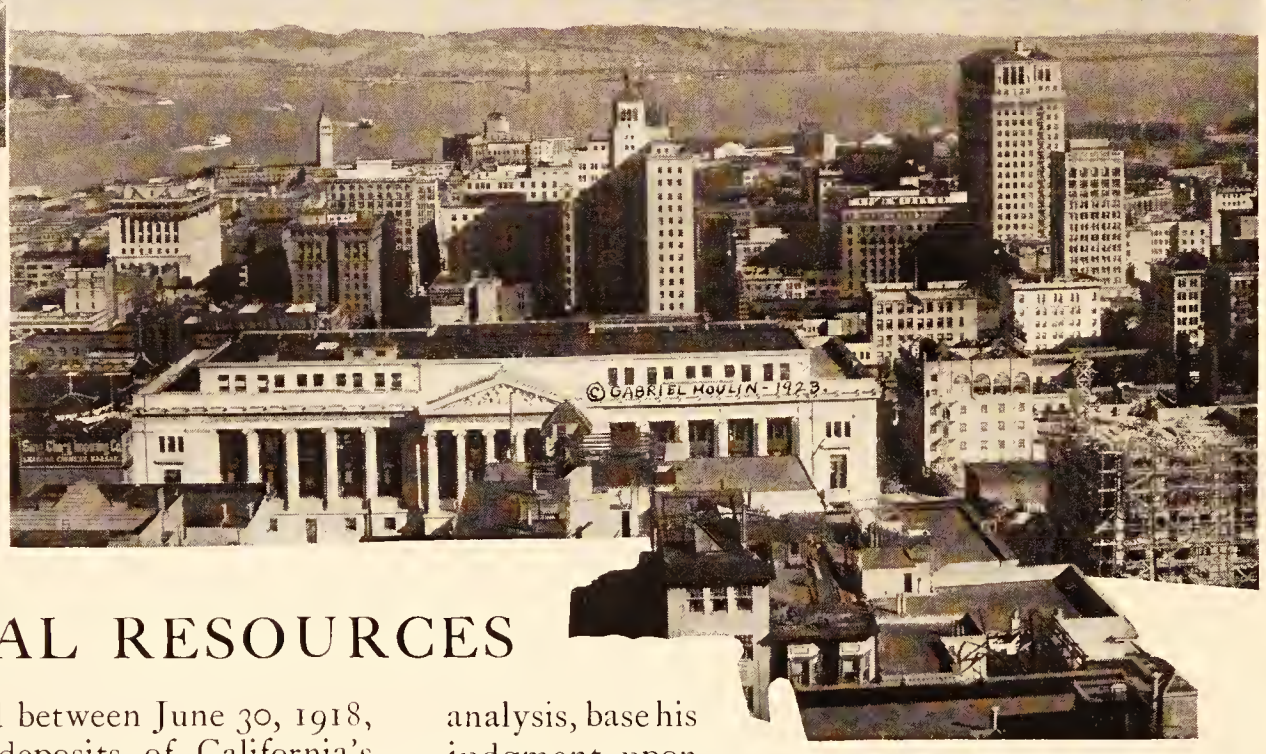




At Summerland, near Ventura, oil derricks are built in the ocean. To the right is a view of Santa Fe Springs, one of the three giant producing fields within an hour's ride from Los Angeles—the other two being Signal Hill and Huntington Beach







Above, Nob Hill, San Francisco; to the right, above, a view of the San Francisco City Hall, and below that a panorama of San Francisco, showing the bay and the hills of the Alameda shore in the background.

FINANCIAL RESOURCES

During the five year period between June 30, 1918, and June 30, 1923, the deposits of California's banking institutions increased *one billion, seventy-seven million dollars.* The total resources of the California banks, in this five year period, increased *one billion, one hundred ninety-eight million dollars,* —a true index of the cumulative prosperity that has characterized business and growth in California for several years.

The above statements, astonishing though they may be, even during an age of big figures, are based upon official reports furnished by the Comptroller of the Currency at Washington and the Superintendent of Banks of the State of California.

The shrewd investor, while giving due weight to all other factors entering into the development and progress of any state or community, will, in his final analysis, base his judgment upon the strength and record of its financial institutions. No investor can fail to be tremendously impressed by the record as here given for California.

Her financial institutions have kept step with the development of the state's resources, agricultural and industrial, the outstanding features being the tremendous growth of the state banks,—with expanding opportunities in commercial and industrial organizations.

During a period when mammoth development and extension had become commonplace, when banking assets and banking wealth generally were attaining unprecedented heights, California's banking institutions have established a series of new records.

The San Francisco sky-line is impressive



It should be clearly understood that these enormous gains in resources and deposits are widely distributed among the people of California as a whole and do not represent a comparatively few groups of immense wealth.

For example, on June 30, 1921, depositors in state banks alone totaled 2,266,374 accounts. One June 30, 1922, they had increased to 2,531,624 and on June 30, 1923, to 3,012,456 accounts. Bearing in mind that this represents only state banks —and that the state's population is estimated at four million, there are in California's state banks alone three accounts for every four persons in her population.

A further example of banking growth is found in the increase of deposits in the savings banks, which on June 30, 1918, amounted to $648,671,346 and had increased in five years (June, 1923) to $1,194,749,943, a gain of $546,078,596, or practically 85%.

At the close of the fiscal year 1922, California ranked fifth among all the states of the Union, exceeded only by New York, Pennsylvania, Illinois and Massachusetts, in the aggregate of the resources in banks under state jurisdiction.

Coupled with a broad policy of liberal aid in the development of the state's industries and enterprises along conservative yet constructive lines, the enormous increase in the resources of California banks has made it possible for these institutions to make large contributions to the progress already recorded.

This is best reflected in the increases of loans during the five year period (1918-1923) of eight hundred million dollars, bringing total loans to a new high peak of $1,800,000,000.



Just across the bay from San Francisco is the rapidly-growing city of Oakland The picture shows a view from across Lake Merritt

For realty operations, the state banks alone had on July 30, 1923, a total of $738,000,000 in loans secured by real estate; and amendments to the state banking law have specifically authorized these banks to invest in bonds of the Federal Land Banks and Joint Stock Land Banks, thereby increasing their ability to aid the agricultural industry.

Of the 803 member banks in the Twefth Reserve District, 313 are California institutions, or only 39% of the whole number. On the other hand, however, the total resources of all the member banks aggregate $2,941,571,000, whereas the resources of the California member banks amount to $2,152,622,000, or 73% of the total banking resources of the entire district, which consists of California, Washington, Oregon, Nevada, Idaho, Utah, and the greater part of Arizona.

Building and Loan Associations

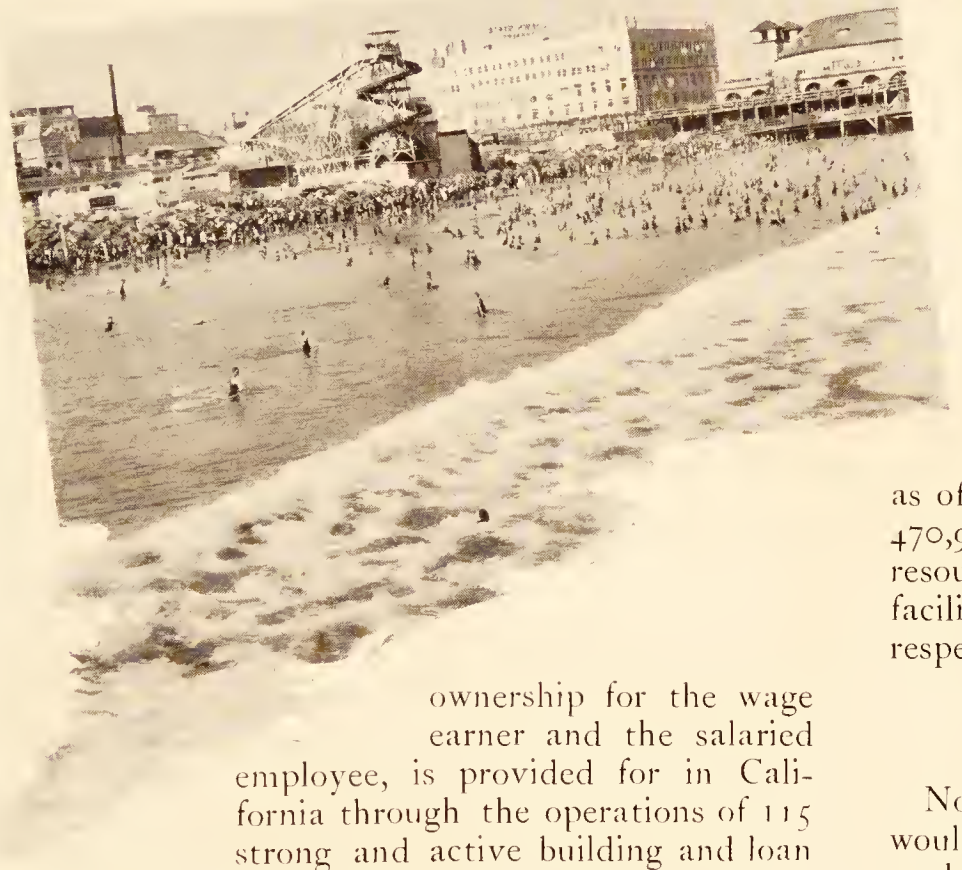
According to the latest available report of Mr. George S. Walker, Building and Loan Commissioner, dated September 1, 1923, the fostering of home



The heart of Oakland, Broadway at San Pablo, with the City Hall on the left



An airplane view of Long Beach, showing Ocean Avenue in the foreground. The large building at the left is the new city hall. To the left is a beach scene.



ownership for the wage earner and the salaried employee, is provided for in California through the operations of 115 strong and active building and loan associations, specializing in savings and thrift for the building of small homes.

The total assets of these organizations on June 30, 1923, was $85,270,458, an increase during the fiscal year of $20,537,698, or more than double the increase recorded in any previous year.

Agricultural Loans

In addition to the support of the regular banking institutions of the state, California's agricultural industry is at present being well supplied with lending facilities through the institutions created by the Federal Farm Loan Act, under which, although operative for only a very few years, there are already located in California four land banks with an aggregate lending capacity (based on their present capital) of $63,550,000, of which, however, approximately 75%, or $48,422,302, has already been absorbed to date in farm loans.

These institutions are the Federal Land Bank of Berkeley, serving Federal Farm Loan District No. 11, embracing California, Arizona, Nevada and Utah; the California Joint Stock Land Bank of San Francisco, operating in California and Oregon; the Pacific Coast Joint Stock Land Bank of San Francisco, operating in California and Nevada; and the Pacific Coast Joint Stock Land Bank of Los Angeles, operating in California and Arizona.

The consolidated statement of the condition and operations of these institutions, as of June 30, 1923, shows a total capital of $3,470,905; total mortgage loans of $48,422,302; total resources of $55,211,419 — which figures reflect the facilities provided by them for the farmers in their respective fields.

Insurance Companies

No reference to the financial resources of the state would be complete without including proper tribute to the growth and strength of the insurance institutions and societies organized under the laws of California.

The last annual report of the State Insurance Commissioner shows a total of forty such organizations, with more than twenty million paid-in capital and total admitted assets of almost one hundred and sixty-six million, as follows:

Arlington Lodge, built in the Norman style of architecture, one of the leading resorts in the vicinity of Los Angeles



(a) Six life insurance companies with an aggregate capital of $4,000,000 and admitted assets of $101,007,540.

(b) Seven fraternal societies without capitalization (being mutual in character) but with assets of $5,657,865;

(c) Six fire and marine insurance companies with aggregate capital of $5,700,000 and admitted assets of $31,733,919; and

(d) Twenty-one companies providing title and miscellaneous classes of insurance with an aggregate capital of $10,545,600 and admitted assets of $27,414,714.

These insurance companies and societies invest largely in California mortgages and other securities, and have rendered substantial aid in financing its development.

Mortgage Requirements

It is estimated by competent authorities that in San Francisco, because of the comparatively light construction program during the past few years, there is a shortage of at least $100,000,000 in construction required to catch up with the city's growth.

In Los Angeles, notwithstanding the unprecedented building program of the past three years (exceeded only by New York and Chicago in 1922), research departments of the large banks have reported that as a result of the tremendous increase in population, together with the constant rise in building costs, there existed in March, 1923, an accumulated shortage of approximately $200,000,000.

This three hundred million dollars of construction work to be financed in these two cities in the immediate future, relates only to the *accumulated* shortage—without reference to the mortgage requirements of their future growth; and it has been calculated that in Los Angeles alone, for new construction and refunding of existing loans, the *daily* mortgage requirements will be $1,500,000.

Assigning to these tremendous demands the maximum percentage of bank resources legally available for real estate loans, plus the private capital known to be available for this class of investments, and then adding the aggregate capital of all the existing mortgage companies in Southern California, only 22½% of the funds needed can be provided through these channels.

In no other sections of the country are there such opportunities for profitable mortgage operations as in California, coupled as they are with all the great city building factors—increasing population and industries, enhancement in values, low tax rates and per capita debt, the highest per capita wealth,



Two views of the Mission Inn at Riverside. The Spanish patio, or open air dining room, and the cloister music room are both extremely interesting and distinctive of California.



and a demand far in excess of the local supply, with consequent superior facilities for the selection of only the best, the safest and the most desirable of loans.

Thus, The National Mortage Company of California is able to offer the conservative investor a comprehensive list of morgages and trust deeds secured by income-producing real estate situated in the larger cities of the state, and combining absolute safety of the principal with the highest interest yield obtainable anywhere in the United States on real estate securities of like character.



"Mayhap in this sacred spot,
Set high between the mountains and the sea,
Discoverers found some promise
Of the glorious future to be."

GEO. RICE & SONS, L. A.